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newsweekly for pharmacy

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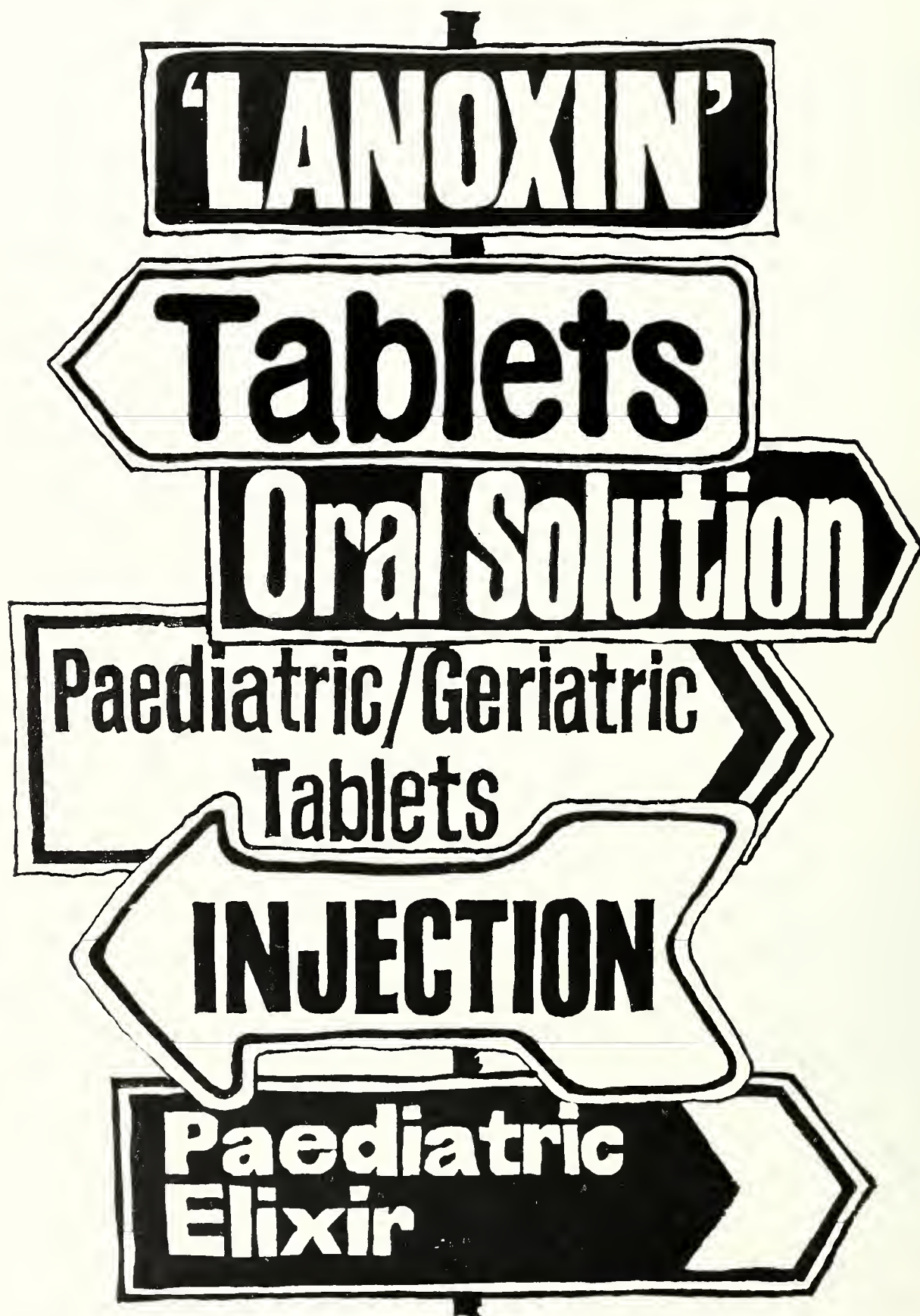
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# CHEMIST & DRUGGIST

1th year of publication Vol. 193 No. 4703 The newsweekly for pharmacy

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The symbol for the British Pharmaceutical Conference being held in Leeds in September. A four page "preview" starts on page 512



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# RPM: pharmaceutical industry puts its case at inquiry

The book industry and the pharmaceutical industry were pioneers of organised resale price maintenance. The system had been approved for books and was justified on pharmaceuticals.

That was the contention of the counsel for the ABPI during the opening of the Restrictive Practices Court inquiry on Tuesday.

Counsel said that the industry would endeavour to show that it had a "natural place in this particular trade." The system enabled manufacturers, distributors and chemists to provide "as a whole and complete service" the demands for medicines from a patient and his doctor.

(Full report, page 523).

## Pesticides nomenclature

The British Standards Institution is circulating the following draft common names to ascertain whether they would be acceptable as British Standard common names, with a view to their eventual adoption as ISO common names.

Comments should be addressed to the secretary to the Technical Committee PCC/1, Mr D. G. Berry, by May 28.

### Aminoacids

*N*-dimethylaminosuccinamic acid  
(The names *dimas*, *dimethazide* and *methazide* have previously been proposed for this compound)

### Chlorophosphates

*S*-chloromethyl diethyl phosphorothiothionate  
*S*-chloromethyl *oo*-diethyl phosphorodithioate

### Chlorotoluron

3-(3-chloro-4-methylphenyl)-1,1-dimethylurea  
*N*-(3-chloro-4-methylphenyl)-*NN*-dimethylurea

### Cyanophosphates

4-cyanophenyl ethyl phenylphosphonothiothionate  
0-4-cyanophenyl 0-ethyl phenylphosphonothiothionate

### Carbamates

*N*-methoxycarbonyl-*N*-methylcarbamoyl-methyl 0-methyl methylphosphonothiothionate

*N*-methoxycarbonyl-*N*-methylcarbamoyl-methyl 0-methyl methylphosphonodithioate

### Fluorazones

4-chloro-5-dimethylamino-2-(3-trifluoromethylphenyl) pyridazin-3-one

### Propanamides

3-5-dichloro-*N*-(1,1-dimethylpropyl)-benzamide

### Thiazobenzodiazoles

2-(4-thiazolyl)benzimidazole

### Trifluoromorpholines

4-(triphenylmethyl)morpholine  
4-tritylmorpholine

## Prescription levy: queries in Commons

Backbench Labour MPs are still pressing the Government to remove prescription charges before the General Election. On April 13, the eve of the Budget, Mr Arthur Lewis is to ask the Secretary of State for Social Services whether, in view of the recent further improvement in Great Britain's economic situation, he will now restore the whole of the social services to the situation pertaining prior to October 1964, and end prescription charges and other impositions made at the time of the last economic crisis.

Other questions tabled for answer by the Secretary of State that day include one by Capt. Walter Elliot asking what proposals he now has to improve the conditions and prospects of the hospital pharmaceutical service; and if he will make a statement.

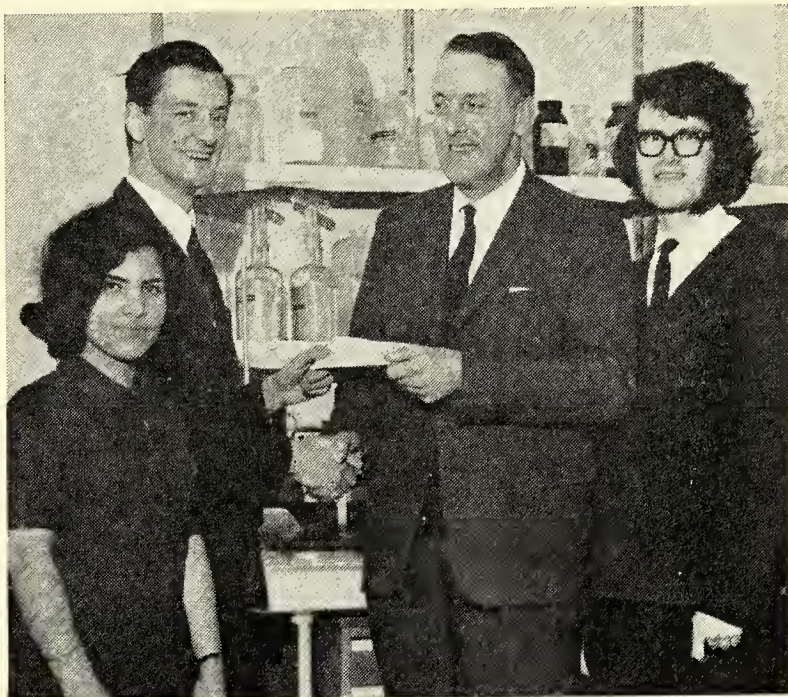
## Difficulty with BPC cotton wool

Bristol Executive Council have been told that manufacturers of cotton wool are having difficulty in meeting the BPC requirements for cotton wool.

A report in the April issue of *The Executive Council* says that "the manufacturers" have stated that the industry as a whole have experienced great difficulty in meeting the BPC specification in respect of the fibre length and nep content since a recent amendment to the BPC permitted a shorter staple length.

"We are in constant touch with the Manchester Chamber of Commerce Testing House whilst overcoming the problem."

The average staple length of absorbent cotton wool was reduced in the BPC 1968 from 1.5 cm to 12 mm. The difficulty has arisen, Mr H. Pashley, chief chemist, Robinson & Sons, Ltd, Chesterfield, told the C&D, because of the need to



Flanked by students, Dr George Christie, MD, medical director of Syntex Pharmaceuticals Ltd (third from left) presents Dr S. R. Stitch, PhD, FRIC, director of the division of steroid endocrinology at Leeds University, with a cheque for £500, the value of a fellowship endowed by Syntex for a student on the University's MSc course in steroid endocrinology. The presentation took place in Leeds on March 19. Dr Christie, who has written nearly thirty papers relating to steroids, is a visiting lecturer on the University's MSc course in steroid endocrinology

keep down costs to the NHS while sources of good raw material are constantly dwindling.

In the last 10 years the producing countries such as India, South America and some African industries had set up their own plant and consequently the source of reliable cotton had dried up forcing British manufacturers to go on to the use of "combers" (a lower grade of cotton cardings).

A European Pharmacopœia monograph on absorbent cotton wool recently passed had made the use of cotton with an average staple length of 10 mm.

That, Mr Pashley opined, was as short as was desirable. If the length were reduced to 8 mm the product would contain an excessive amount of dust as well as losing resilience, although resilience could be increased with shorter staples provided the thread was thicker.

## Spring clean for safety

To launch Glasgow's "Spring-clean for Safety" campaign, the Lord Provost, Mr Donald Liddle, was at the Boots branch in Union Street last Friday to receive old medicines and pills from the public.

The campaign is scheduled to last for a month and the

Scottish Health Education Unit are spending £10,000 on spotlighting the dangers that can arise from keeping leftover or unwanted medicine in cupboards in the home.

An example of the campaign's message is contained in the wording of one of the series of posters that has been designed.

It reads: "Springclean for Safety. During April hand in all unused, unwanted pills and tablets to your chemist for safe disposal. Pour old liquid medicines down the lavatory. Yesterday's medicines could be dangerous tomorrow."

## Retailing seminar

Manufacturer / retailer relationships is the subject of a one-day seminar to be held in the Hilton Hotel, London, on April 23.

The organisers, MPC & Associates, 6 Shaw Street, Worcester have sub-titled the symposium "Resolving the balance of power," and list among the types of companies to which it should prove of particular benefit: cosmetics, pharmaceuticals and photographic.

Speakers will include senior executives from multiple retail companies and "voluntary groups."

Fee for the seminar is £25, and reservations should be made through the organisers.



# Candidates for this year's election to Council are named

The following members of the Pharmaceutical Society of Great Britain have been nominated as candidates in the Council election of 1970, and have accepted nomination:

John Edwin Balmford, Sutton Coldfield, Warwickshire; James Pirie Bannerman, Glasgow; Dengar Robinson Evans, Cardiff; Edward Cossentine Evens, London; Charles Victor Hammond, Bishops Stortford, Hertfordshire; Edward David Hurt, Leamington Spa, Warwickshire; Miall Eric Quenby James, Benfleet, Essex; Alan Augustus Kennett, Croydon, Surrey; John Prentice Kerr, Newcastle upon Tyne; Kenneth Arthur Lees, Greenford, Middlesex; Mrs Enid Lucas-Smith, Cookham Dean, Berkshire; David Hopkin Maddock, Cardiff; Archibald George Mervyn Madge, Plymouth, Devon; John Annesley Myers, Edinburgh; Harry Ridehalgh, Bournemouth, Hampshire; Joseph Geoffrey Roberts, Chester; Charles Walter Robinson, Chester; David Norman Sharpe, London; Donald Edward Sparshott, West Bridgford, Nottingham; David Barrie Washington, Epsom Downs, Surrey; Robert Geoffrey Worby, Woodford Green, Essex.

The following members have been nominated as candidates for the election of auditors, 1970, and have accepted nomination: Alan Hoyle Briggs, Slinfold, Sussex; Harold Treves Brown, Pinner Hill, Middlesex; John Capel Hanbury, Ware, Hertfordshire; Sir Harry Jephcott, Greenford, Middlesex; Leslie Gerald Matthews, London.

## Society's HQ to be preserved

The Government has decided that the British Museum Library should be rehoused on the south side of Great Russell Street, London WC2. All the main listed buildings, including the whole of the west side of Bloomsbury Square would be preserved.

The government has thus reversed an earlier decision concerning the site. Apparently a new preliminary assessment has indicated the possibility of rehousing the various libraries on a smaller site than originally considered. Thus it would seem that No 17, the Pharma-

ceutical Society headquarters, would not be affected in the new plan.

The Council of the Society has issued the following statement:

"The Council has given preliminary consideration to the statement and no doubt further clarification will be sought from the Government on the Society's position."

## A new "strain" of alcoholism?

The emergence of a new "strain" of alcoholism is suggested in the latest Office of Health Economics report "Alcoholic Abuse."

The report says that about one per cent of the adult population in Britain is suffering from alcoholism. The proportion has been increasing since the end of the Second World War, although it is still less than at the turn of the century. The present increase must be carefully watched.

The report discusses the difficulty in defining alcoholism.

The greatest difficulty is in predicting the way in which

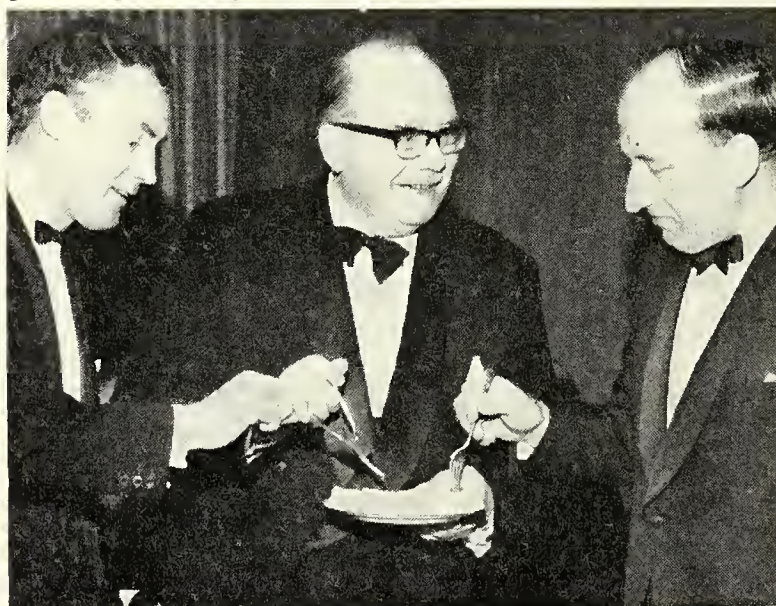
the disease may progress in particular cases through the stages of heavy social drinking, excessive drinking and finally alcoholism.

The report comments that "among the medical profession many general practitioners still do not recognise the illness or accept its medical content. They should be trained to identify alcoholics and to take an active part in their after-care." Even in hospital the alcoholism of patients treated for other complaints is not always recognised.

"Alcohol Abuse" Office of Health Economics, 162 Regent Street, W1R 6DD 3s.

## Veterinary group election

There are eight candidates for the five places on the Agricultural and Veterinary Pharmacy Group of the Pharmaceutical Society. The candidates are: Sydney Bootland, Peter John Copus, Harold Jobson, William P. B. Phillpotts, Brian George Spencer, Derrick Stocker, Trevor Alan Stockhill and Kenneth William Youngs. Voting papers should be returned to 17 Bloomsbury Square to arrive not later than noon, May 4. The annual meeting of the Group is to be during the afternoon of May 31 when the Swann Committee report on the use of antibiotics will be considered. On May 21 the group is holding a meeting at the Liscombe Experimental Husbandry Farm near Dulverton, Somerset.



The principal toast at the Ronson electrical division sales conference dinner and dance held in Jersey recently was proposed by marketing manager Mr Colin Cookman to the company's chairman and managing director, Mr Kenyon Jones, who has just completed 21 years with the company. After the toast, Mr Cookman (left) and Mr Ivan Brook (right), executive director of Ronson Products shared a slice of celebration cake with Mr Jones

## Postgraduate course aid for pharmacists

The Department of Health has "reacted favourably" to representations that pharmacists in general practice should be eligible to receive financial assistance for postgraduate education under the Health and Welfare (Provision of Instruction) Regulations.

Mr A. Howells, president of the Pharmaceutical Society, reported that he was hopeful the benefit would not be long delayed, when he opened the five-day vacation conference for lecturers in pharmaceutical subjects at Cardiff on April 1.

Mr Howells expressed admiration for the enthusiasm for postgraduate courses being shown by the schools of pharmacy, and said that the assistance would provide a fillip to the programmes. Drawing more general practice pharmacists into the courses would be of benefit not only to the profession but also to the public who looked to the pharmacist as the expert on medicines.

Hospital pharmacists are already financially aided through their employing authorities.

## Conference Exhibition

An innovation at the Sheff Wood Region Pharmaceutical Society Conference, held at Nottingham this week was a small exhibition that had been arranged in the entrance hall of the University building. Small stands, in some cases arranged on a table, had been prepared by manufacturers including Boots, Organon, ICI, Geigy, the Dome Allergy division of Miles Laboratories, Burroughs Wellcome & Co, and Pharmitalia.

Each of them provided literature and information concerning ethical products. The Boots Pure Drug Co also showed a number of drug jars from the company's collection. The Asthma and Allergy Research Association had a small display demonstrating the object of the association to encourage and expand research which had already been carried on in the Derby area for over ten years.

The Association was trying to raise £25,000 for a research programme aimed at relieving the 1 million people in England and Wales suffering from asthma and the 3½ million with experience hay fever every year. (Report, see p 524).



# Students want more say in matters affecting pharmacy

"We should express our opinion on matters that are going to concern us when we go out into the big wide world of pharmacy, and we should get ourselves on to some of the committees that decide our future." That opinion, expressed by Mr David Dalglish, received strong support from the 27th annual conference of the British Pharmaceutical Students' Association meeting in Birmingham this week.

The speaker said that the association's executive had asked to be allowed to send an observer to meetings of the Pharmaceutical Society's Education Committee but had "been fobbed off with excuses," and some vague assurance that the Association would be consulted if it was that necessary. "Sixty-year-old men are deciding how pharmaceutical education is to be run," said Mr Dalglish.

The conference was discussing a paper "Apathy or Ignorance?" prepared by Mr Peter Sharott, in which he put up proposals for keeping the membership better informed of current pharmaceutical affairs.

Mr Peter Curphey, the former BPSA president, said he would like the Association to put an opinion on every major pharmaceutical controversy. Summing up a lively debate, Miss Christine McAlister, president, said that a "sensible controlled militancy" was required, with things stated forcibly and not always compromised middle opinion at that.

Another aspect to dominate the opening days of the conference was a new relationship between the Association and the National Pharmaceutical Union. One reported outcome of meetings between representatives of the two organisations is that agreement has been reached in principle for the

granting of discount by NPU members to BPSA members.

It has been pointed out, however, that the granting of discounts is up to the individual pharmacist concerned. The NPU have for the first time given a reception to conference delegates. Executive and local members and officials were led by the Union's chairman, Mr J. Reed.

## Irish news

### IDA initiate survey on prescriptions

Steps have been initiated by the Irish Drug Association with an international marketing and specialist analysing company to begin a survey on prescriptions. This was announced by the president, Mr Malachy Brophy, at the monthly meeting of the Committee of the IDA in Dublin on March 12.

It is expected that the survey will commence in the summer and gradually expand into a regular exercise to keep pharmacists up to date in developments. The president stressed that it was essential to have the co-operation of members who will be asked to



An informal moment at the reception that opened the BPSA meeting in Birmingham this week. Left to right, Mr John Reed, chairman, NPU; Miss Christine McAlister, president, BPSA and Mr Tim Astill

supply figures and other appropriate information.

The Committee agreed to join in discussions with a working party set up by the Pharmaceutical and Allied Industries Association Ltd to study the implications of original pack dispensing. The annual meeting of the Association was fixed for May 21.

It was agreed to meet representatives of the Wholesale Drug Federation of Ireland at an early date to analyse preliminary steps already taken to deal with leakages of confined lines and also to peruse replies received from certain manufacturers whose goods are regularly appearing in large quantities in supermarkets.

After a lengthy discussion on general hours of opening and closing of pharmacies it was agreed that the hours appeared to be getting more standardised in cities and large towns. Divergencies usually occurred in isolated areas.

It was reported that a rota system was being practised in towns where the five-day trading week is in operation. While it was considered that the existing service generally given by community pharmacies to the public was adequate, the matter should be kept under review.

### Cyclamates ban

The Minister for Health has made regulations prohibiting generally, as from March 23, the manufacture, preparation, importation, storage, distribution, exposure for sale and advertisement of cyclamates for

use in food or any food (including drink) containing cyclamates.

Products for diabetics containing cyclamates may still be sold provided the container is suitably labelled.

### Call to restrict weedkiller

West Galway Coroner, Dr Sean O'Conchubhair, at an inquest in Galway on March 25 called for the withdrawal of the weedkiller, paraquat, from the market altogether—or that the preparation should be sold only through pharmacists.

A verdict of death from poisoning was returned on Peter Walsh, a 52-year-old farmer, of Kylemore, co Galway, who died in Galway Regional Hospital on December 13. His wife, Mrs Mary Walsh, said she got the poison in an unmarked bottle in a co Galway shop. She had not been given any warning.

### Poisons offences

A co Galway grocer and hardware merchant, Patrick Fallon, of Glenamaddy, was ordered to pay a total of £40 18s. by District Justice Delap at the local court recently for offences arising out of the sale of paraquat. He was fined £5 for selling gramoxone without being qualified to do so; £1 for selling the preparation without its being properly labelled, and from a container other than the manufacturer's container. The Pharmaceutical Society of Ireland, who brought the proceedings were awarded £21 costs and £13 18s expenses.

## NHS dispensing: Commons query

In the Commons recently Mr William Deedes asked the Secretary of State for Social Services what were the total prescriptions dispensed by chemists under the National Health Service in England and Wales for amphetamines and barbiturates in the years 1967, 1968 and 1969; and what proportion they formed of all National Health Service prescriptions?

Mr Richard Crossman replied: The available information is as follows:

Drugs	1967		1968	
	Number of prescriptions (millions)	Percentage of total	Number of prescriptions (millions)	Percentage of total
Amphetamine and related substances	4.8	1.8	3.9	1.5
Barbiturates	16.1	5.9	15.3	5.7

(Data for 1969 not yet available.)





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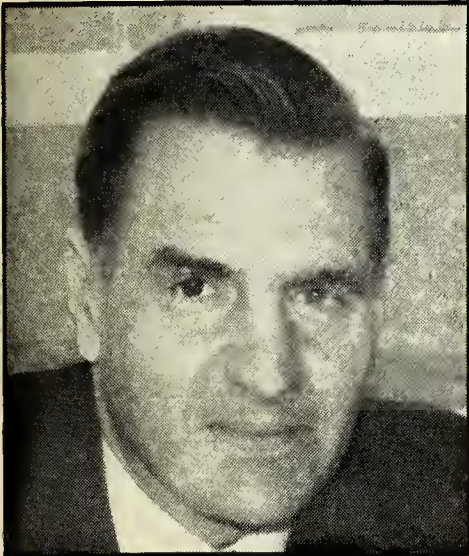
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# PEOPLE

**Lord Kings Norton**, chairman, Berger, Jenson & Nicholson Ltd, has been elected to the board of Hoechst UK Ltd.

**Mr Harry Steinman**, treasurer of the Pharmaceutical Society of Great Britain, has been invited to serve for a further term of three years as a member of the Central Health Services Council and the Standing Pharmaceutical Advisory Committee, from April 1.



**Mr Kenneth Holland**, FPS, DBA, a director of Macarthy's Pharmaceuticals Ltd, who this week resigned from the board following disagreements on the future development of the group

**Daniel C. Searle**, president of G. D. Searle & Co of Chicago, paid his first visit to the company's new factory at Morpeth last week (see p 506).

Mr Searle is the great-grandson of Gideon Daniel Searle, who formed the company in 1888. He is the son of the company's present chairman, John G. Searle, and as such is the fourth-generation member of the founding family to serve in the general management.

Daniel Searle earned a BSc degree in accounting and economics from Yale University and two years later graduated from the Harvard Business School with a Master's degree in business administration.

He was appointed vice-president in 1961, and five years later, when his father relinquished the company presidency to become its chairman, Mr Searle took over.

## Deaths

**Scheunert:** Recently Dr Konstanti C. Scheunert, MBE, River Cottage, Tara, co Meath, aged 55. Dr Scheunert was a native of Poland. Coming to Ireland in 1954 he founded Squibb (Ireland) Ltd, Swords, and later was associated with the establishment of Leo Laboratories Ltd. For the past five years he was a director of Dominic A. Dolan & Co Ltd.

**Winship:** On April 5, suddenly, Mr Arthur Raymond Winship, MPS, 222 Shelbourne Road, Bournemouth. Mr Winship qualified in 1928.

# The Xrayser column

## The drug scene

The publication of the report prepared by the Advisory Committee on Drug Dependence coincided with further expressions of anxiety in the House of Commons. There is a problem, appreciated by Parliament, by Government Departments, by the professions closely involved, and by the public at large.

Pharmacy, so far as the report is concerned, is implicated only in regard to the amphetamines. The report makes reference to the action of the Council of the Pharmaceutical Society in advising its members to refuse to dispense prescriptions for powdered amphetamine sulphate, a course agreed to by the General Medical Services Committee, but it points out that the solution, though undoubtedly designed as an emergency measure in the public interest, was in fact a breach of the pharmacist's terms of service under their National Health Service contract — a point made again by Mr Eric Ogden during the second reading of the Misuse of Drugs Bill in the Commons on March 25. The important thing is that that emergency measure was adopted after consultation between a pharmaceutical and a medical body — an example of professional co-operation which must be extended if any great progress is to be made.

That is why I am unable to accept the resolution standing in the name of the Northumbria branch which asks that the Council should issue instructions to pharmacists as to how to endorse prescriptions which they judge it ill-advised to dispense. (p.212).

I can think of nothing more calculated to divide the professions at a time when every effort should be strained to securing professional co-operation in dealing with a problem presented by what has been described as a very small number of "rogue" doctors. Success in a recent incident resulted from a reporting of alleged excessive prescribing to the Pharmaceutical Society, thence to the General Medical Council which dealt with the matter.

### Recommendations

The report recognises that there is a need for the control of prescribing. "Flexible machinery is needed to deal immediately with reckless or grossly negligent prescribing and also to withdraw the right to prescribe certain drugs from doctors who have abused it." It goes on to say that the committee considers that, whatever arrangements are made, it is essential that a doctor's alleged mal-prescribing should be dealt with by his professional colleagues and that where it is recommended that his right to prescribe should be withdrawn, it would be essential that he should have the right of appeal to a higher authority.

The committee also considers that, at least as far as National Health Service prescriptions are concerned, it should be possible to adapt the existing pricing procedure to provide rapid monitoring. I was surprised to read in the report that prescriptions issued privately cannot be checked, except in the case of drugs issued under the Dangerous Drugs Act. Records in prescription and repeat books have to be kept, and prescriptions filed and retained. I cannot understand how that statement was allowed to pass.

### Corporate effort

The Council would, in my opinion, be ill-advised to issue blanket advice for individual interpretation by probably 15,000 pharmacists. The responsibility lies elsewhere, and the Society would act responsibly if it offered co-operation in any joint endeavour to deal with the situation. That would be more likely to enhance its professional standing than the taking of action, however well-intentioned, of the kind urged in various quarters.

Nor, in our zeal, must we lose sight of the fact that pharmacy itself has not an unsullied record. The matter is one for corporate and responsible effort on the part of all concerned. Unilateral action would be disastrous.



# COMPANY NEWS

## Searle opens factory in Northumberland

Last year G. D. Searle & Co spent £7.5m on research and development and it is likely that even more will be spent by them this year on developing new drugs and services to medicine, according to the company's president, Mr D. C. Searle. Mr Searle gave that information during his address at the opening ceremony of a new factory at Morpeth, Northumberland, on April 3.

The factory was completed recently for Searle's British company, G. D. Searle & Co Ltd. It is a £1,750,000-project consisting of an administrative block, chemical and pharmaceutical plant, an analytical laboratory, warehouse, packaging and shipping departments, a service unit and a staff canteen. The buildings are spread over 135,000 sq. ft. on a 28-acre site.

The chemical department produces some of the most complex steroids used in the UK, including the ingredients for Searle's form of the "pill" and compounds for renal disorders. It has 16 reactor vessels ranging in size from 50 to 500-gal capacity to synthesise these chemicals.

The pharmaceutical production unit uses the most advanced techniques for tablet production. Its equipment includes compression machines which turn out 2,500 tablets per minute, and the department operates under rigidly controlled atmospheric conditions.

The factory has several automated packaging lines which use up-to-date electronic counters capable of counting up to 3,000 tablets a minute before putting them into bottles which are automatically capped and labelled.

Viscount Ridley (chairman, Northumberland County Council), performed the opening ceremony by unveiling a commemorative plaque.

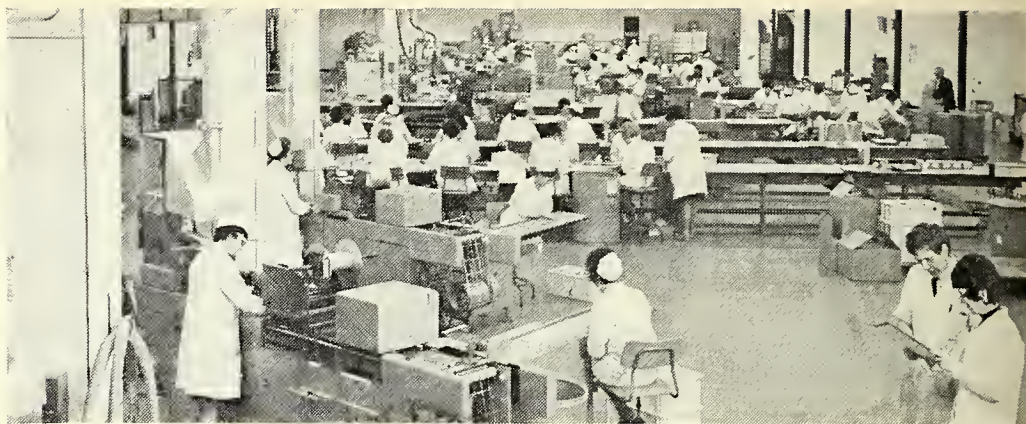
## Hanimex prospects

Hanimex Corporation, Canberra, Australia, forecasts a "satisfactory profit growth" for the year ending June 30, and maintenance of the dividend at 10 cents per 50 cent share. An unchanged interim of 5 cents is declared.

Group sales for the half-year to December 31, 1969, increased from \$8,789,250 to \$9,948,311, and pre-tax profit was down from \$631,936 to \$606,665.

Net profit for the half-year was \$505,966 (\$478,629), after tax \$99,552 (\$149,480) and minority interests \$1,147 (\$3,827).

Half-yearly results are made up of a substantial increase in profits in Australian trading activities coupled with a reduction in profits on export sales and



Packaging lines at the new G. D. Searle & Co Ltd pharmaceutical factory at Morpeth, Northumberland

a heavy fall in profitability in the U.K. company.

It is anticipated that within the current year, as a result of the policy of developing industrial business, UK profitability will improve considerably, assisted very likely by the expected economic recovery of the country, the directors state.

## CIBA-Geigy merger

Following the annual meetings of CIBA Ltd and J. R. Geigy SA on April 3 it appears that the merging of their interests proposed a year ago and held up pending US Justices Department investigations into the anti-trust implications of the move, may become effective "soon."

Both companies have subsidiaries in the US which compete in some sectors, as well as participating together with the Sandoz group in the joint subsidiary, Toms River Chemical Corporation, there.

The form of the merger, when it does take place, will be an absorption of one of the companies by the other, according to Geigy president, Dr. Louis Von Planta.

CIBA's president, Dr Robert E. Kaeppli, indicated that a postponement of the originally planned CIBA capital increase would not last longer than the end of this year, by which time it would be known whether the increase would be in the capital of a new merged company or, in the "almost unimaginable eventuality" of the CIBA-Geigy talks failing, in that of CIBA itself.

## Business briefly

**Inveresk Paper Co Ltd:** Group profit for 1969 was £445,282 (against loss £498,801) before tax. Profitably declined after a reasonable first half and the result was below expectation, says the chairman (Mr A. L. Hood).

**Bellair Cosmetics Ltd:** Current turnover and profits are "most satisfactory" states the chairman (Mr E. M. Garnett) and he expects sales for half year to March 31 to be at least 50 per cent up on the corresponding period of 1968-69.

**Smith & Nephew Associated Companies Ltd:** At the annual meeting on April 3, the chairman (Mr S. N. Steen) said the first quarter this year has been "extremely

difficult" but the company hoped to do better than in the first quarter of last year. With the present fluctuating market conditions and severe daily increases of costs, one could only forecast what could reasonably be expected to be attained for much shorter periods than previously.

**G. Lightfoot & Son Ltd** have acquired the 117-year-old pharmacy business of A. G. Laidlaw Ltd in High Street, Lockerbie, Scotland. With headquarters in Carlisle, Messrs Lightfoot have branches in Gretna and Dumfries. Mr. Maurice Lightfoot will be in charge of the Lockerbie business.

**Richards & Appleby Ltd** have transferred their executive and sales offices to 12A St George Street, Hanover Square, London W1 (telephone 01-499 5743), from Rickmansworth Road, Watford.

**H.E.B. Pharmaceuticals Ltd** are moving on April 17 to River Street, Bolton, Lancs BL2 1BX (telephone: Bolton 32381).

## Appointments

**DDD Co Ltd** have appointed Mr L. J. M. Borland their export manager.

**Premier Colloid Mills Ltd:** The board now consists of Captain L. P. China (chairman and managing director), Mr C. E. Dowson and Mr J. W. Ellison (Sales).

**E. C. De Witt & Co Ltd**, in association with **Potter & Clarke Ltd**, have appointed two new representatives. Mr J. C. Owen, will be working in Devon, Cornwall, Dorset, Wiltshire, Somerset and the city of Bristol, and Mr V. Gibson in Derbyshire, Nottinghamshire, Lancashire, Leicestershire, Rutland and the city of Sheffield.

**May & Baker Ltd** have appointed Mr N. Chancellor to the board. Mr Chancellor joined May & Baker in 1947 and, in 1953, was made assistant director of sales responsible for UK and export sales of agricultural, horticultural, pharmaceutical and photographic chemical products. Also appointed to the board is Mr F. G. Paddle.

Mr Paddle joined the company in 1936 and, in 1961, was made assistant director of sales responsible for UK and export sales of industrial, laboratory and aromatic chemical products.





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Your customers have the best of both worlds: a first class medium speed, fine grain film in an instant-load pack.

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Get loaded with FP4 126 cartridges. Now.

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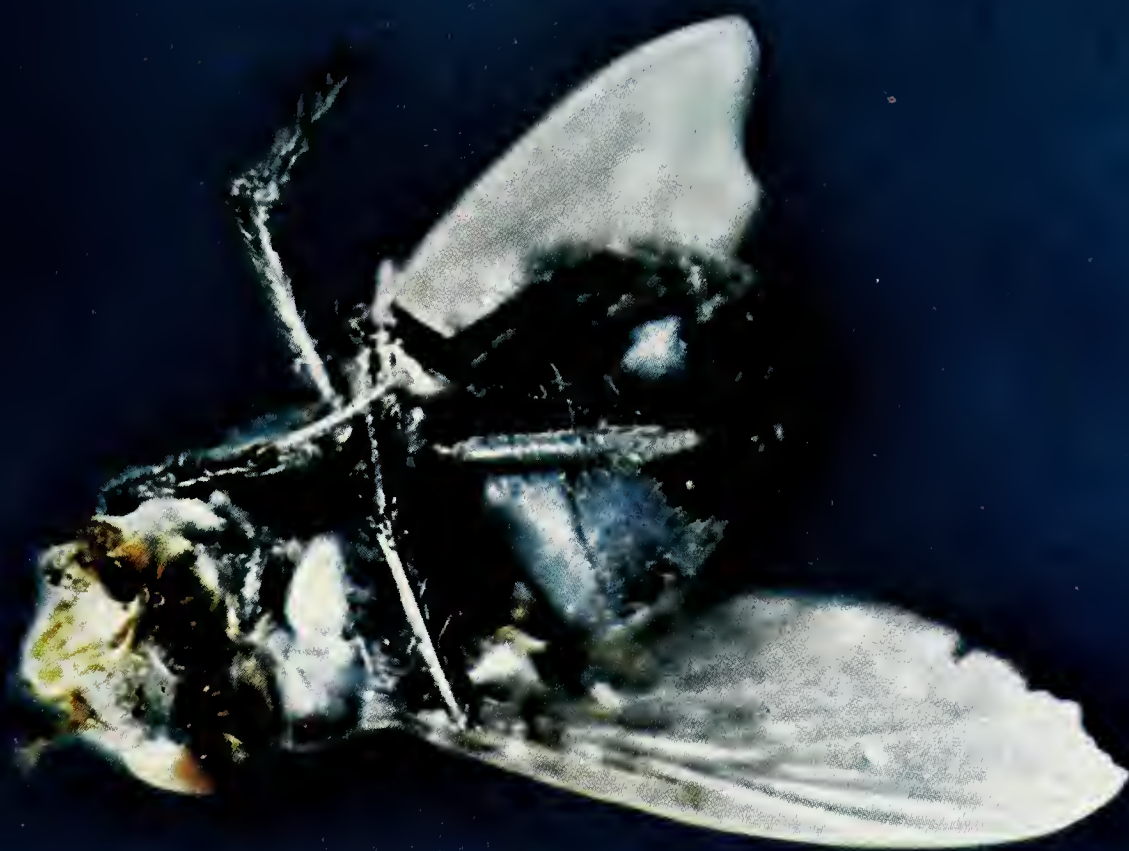
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**DON'T  
WARN  
THE FLIES  
BUT...**







# VAPONA IS SETTING A KILLING PACE IN 1970

## The most popular

\* Vapona leads the world on slow-release fly killers. Over 40 million housewives use it – because it's made by Shell – a name they know and respect.

\* In UK last year sales were significantly up. Expect a still bigger increase this year. Research proves customers like Vapona and will buy it again.

## The most profitable

\* Profit, we all know, comes from turnover and unit profit. Vapona sells the most units, gives you the highest profit return.

\* Well over one million units sold in 1969. More will be sold in 1970.

## The most heavily advertised

\* This year Vapona will mount the heaviest campaign ever for this kind of product. Over £100,000 will be invested.

\* Continuous TV campaign from late May to August.

\* Over 500 TV spots reaching over 85% of housewives over 9 times each.

\* Big woman's magazine support campaign in full colour. Woman. Woman's Realm. Woman & Home. Good Housekeeping. Ideal Home. Woman's Weekly. Reader's Digest.

\* New improved pack and display outer which will really catch the customer's eye.

Vapona is setting a killing pace this year! Stock up NOW to meet the extra demand.



# VAPONA-TURNS FLIES INTO PROFITS



# A special, special offer on the Ronson Rio.

Nothing succeeds like success. So this year Ronson is repeating the two most successful promotions ever run for a hairdryer.

And they will be running simultaneously.

Starting March 23rd, you'll have the opportunity to buy special Rio packs at the normal combined price. Each pack contains three Rios (one grey dual volt, one blue dual volt and one grey single volt), three free Rio travelling bags worth 13/- each, and a special crowner announ-

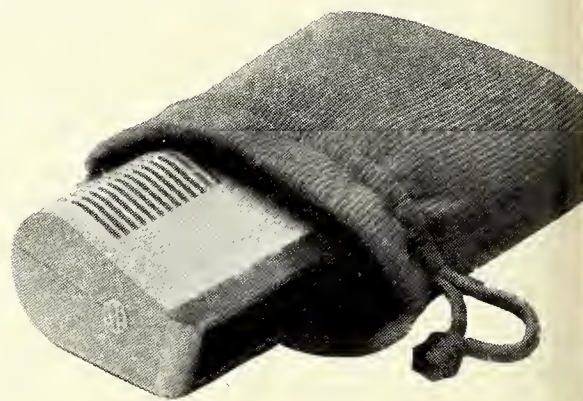
cing this promotion.

The other half of the promotion is last year's famous bikini offer. All you have to do is supply each Rio customer with a special application form. By completing the form and sending the cash to Ronson, she can buy the turquoise bikini you see here for just 39/11.

It makes the Rio a doubly attractive purchase for the summer holidays.

For her, and for you.

**We'll give you, free,  
a travel bag worth 13/-  
to give each Rio customer...**



**...and sell her  
this 3gn. bikini  
for 39/11.**

**RONSON**  
ELECTRICS





# COMMENT COMMENT COMMENT COMMENT COMMENT

## A testing case

The last case down for hearing by the Restrictive Practices Court under the Resale Prices Act 1964, which began in London on Tuesday (see p. 523), is expected by all accounts to be a long one. The expectation is six weeks, and if it is not concluded within that time it will have matched the length of the unsuccessful application by the confectionery industry three years ago. That case lasted 43 days. Of all the cases heard by the Court only one, that of books, has been allowed.

That medicines are in a different category to most other goods that are sold is well enough known to pharmacists and it will no doubt be the aim of counsel in putting forward their case for the retention of rpm to likewise convince the Court.

As the case proceeds, the evidence will reflect in but a small way the amount of work that the various associations and individuals have put in to ensure the best possible case is presented for pharmacy. For that endeavour some acknowledgment is surely due.

## Finders, keepers?

Those who follow the old saying, "finders, keepers" may end up in prison. So it is worth knowing legal rules on goods found without any apparent owner.

Unless the owner of lost property has abandoned it, he retains ownership. So if you find an umbrella or a £5 note, left or lost by a customer or anybody else, you are not entitled to keep it. It belongs to him. The "period of limitation" for claiming property is six years. So at any time within that period, the true owner is entitled to demand that you hand over his goods or his money. Only if he fails to commence his proceedings within that time would he lose his right to sue. Meanwhile, strictly speaking you have no right to do anything with the property which is "inconsistent with the rights of the true owner."

Worse, if you "dishonestly appropriate" lost property, you may find yourself prosecuted for theft.

A person is guilty of theft "if he dishonestly appropriates property belonging to another with the intention of permanently depriving the other of it." But a person's appropriation of property belonging to another is "not to be regarded as dishonest . . . if he appropriates the property in the belief that the person to whom it belongs cannot be discovered by taking reasonable steps." The converse applies. The finder has no such belief . . . if he realises that the person to whom the property belongs might well be discovered if "reasonable steps were taken to trace him" . . . and if he simply appropriates the goods — then, so far as the criminal law is concerned, he is "dishonest." He may be imprisoned for up to ten years for his trouble (or, to be precise, for his failure to take the trouble necessary to attempt to trace the owner).

So next time that lost property is found on your premises, what should you do? First, see if the true owner can be traced. If the property has any value the find should be reported at the local police station. Then there can be no suggestion of any dishonesty.

If the "true owner" does not turn up, then the finder generally has the next best claim. If a customer hands in property found in the pharmacy, then the pharmacist should take the customer's name and address and still try to trace the owner. The goods should be kept for a reasonable time, in the hope that the owner will turn up and claim them; but if the owner is untraceable, then the property should be turned over to the finder.

There are two main exceptions to that rule. First, if an employee finds the property in the course of his employment, then his claim belongs to the employer. Employers are "vicariously liable" for their assistants' misdeeds, within the course of their employment, and are also entitled to the benefits of any lucky finds, while working.

Second, if a find is made by builders and the goods happen to be hidden behind a brick or otherwise "to adhere to the freehold," then they may belong to the owners of the building, rather than to its occupier.

Still, the vital rule to remember remains — trace the true owner if you reasonably can. The finder who keeps goods "dishonestly" is regarded in law as a thief, and is liable to be treated accordingly.

## Training in question

There is a prevalent feeling in pharmacy that the current systems of training are not entirely satisfactory in preparing students for the commercial world in which pharmacists are likely to be required to earn their living.

That was evident during both sessions of the Sherwood Regional Conference. (See p 524.)

The first session was concerned with the education of pharmacists and the development of hospital and industrial pharmacy.

The second had as its theme possible developments in the practice of pharmacy in the 1970s.

During the discussion periods members at both sessions expressed opinions about the need to ensure that the pharmaceutical student receives early and continuous contact with the practice of pharmacy.

We are also inclined to agree with the suggestion that the contacts should not be for the briefest of brief interludes during a university career and that some means will have to be found to ensure continuation of contacts in order to achieve that insight into professional responsibilities that a pharmacist must accept in a commercial environment.

If a satisfactory "sandwich course" is not to be achieved then there would seem to be some merit in the suggestion that a pharmacist should be prevented from taking sole and complete responsibility during his first year after registering with the Pharmaceutical Society. Means would, however, have to be found in the wording of regulations of by-laws to enable such a person to be in charge for short-term temporary periods so that his professional experience can be "rounded."

It is hoped that the report of the Society's Working Party on postgraduate practical training that is being currently considered by interested organisations has a solution to this important problem.





## Leeds is Conference 'host'—for the third time

Eighty years on . . . the British Pharmaceutical Conference meets in Leeds on September 13: the third occasion on which it has been held there.

The first time was in 1890, when the conference followed immediately after a British Association meeting. Unfortunately, no local branch records survive of that occasion. The second time was in 1934, when the conference chairman was Dr D. C. Hampshire (who was educated at Ilkley Grammar School and had served his apprenticeship with Mr A. Duckworth of Ilkley). J. H. Gough was chairman of the local executive committee; Paul Dobson, vice-chairman, and G. C. Crummack and J. F. Simon, the joint secretaries.

In the 36 years since that meeting, both the size and form of the conference have changed. So too has Leeds. But Leeds has long been a city of change. . . .

"A church was built at the Royal Country-Seat of Campodunum; but this, together with all the other buildings, was burned by the pagans who killed King Edwin, and later kings replaced this seat by another in the "Regio" of Loidis. The stone altar of this church survived the fire and is preserved in the monastery that lies in Elmctee Wood . . . (Bede, c 730 AD).

These words mark the entry of Leeds into pages of written history. The Borough Charter of 1207 marked the beginning of Leeds as a town. By 1628 Leeds was playing an important dual role in the West Riding textile industry; not only for the manufacture of cloth but also acting as a finishing centre for cloth from the villages to the south and west which were dressed, cropped and dyed in Leeds. The Charter of Incorporation granted to Leeds in 1626 established Leeds as the centre of the clothing industry.

In 1777 the developed acreage of Leeds was 80 and its population about 17,000. Since that time there has been remarkable expansion and by 1861 the centrally built up area had increased to 1,120 acres and

the borough had a population of 207,000. Thereafter, the growth of the early 19th century continued and the built up area spread, outwards along a radial road system and across the intervening districts particularly to the north of the River Aire.

The industrial revolution brought a multitude of industries to the city; heavy engineering, tanneries, dyeworks, light engineering, all established themselves, while the clothing industry continued to develop. The spread of the city since 1918 was continued at an even greater rate, and by the time of the 1961 census the acreage was 40,615 and the population 510,676, making it, outside of London, the third largest city in area in the UK and the fifth largest in population.

Leeds became a city in 1893 and though it is not the county town of the West Riding, it has become the chief financial, commercial, social and administrative centre for much of the Riding and beyond.

Since 1945 Leeds has developed faster than any other large Yorkshire city. Its industry is ever diversifying. The cloth trade employs about 32 per cent of manufacturing workers; engineering, vehicle manufacture and repair, food, drink, and tobacco, paper and printing, metal manufacture, and textiles all claim a portion of the working population.

The headquarters of the Yorkshire and Humberside Planning Council is in Leeds, which is also an administrative centre for many nationalised industries. As a shopping centre Leeds is unrivalled in the north. It is fortunate to be a gateway to the beauties of the Yorkshire dales, some of the finest countryside in England. The city too is well endowed with parkland. Indeed the University's halls of residence are situated in fine open country to the north of the town centre.

With the careful planning, with which the city is now concerned, Leeds may well become the showpiece of the north — a commercial and tourist centre.

## A city with tradition in medicine and pharmacy

The city of Leeds has long-standing associations with medicine and pharmacy. William West, FRS (1793-1851), one of the founders of the British Association, established himself as a druggist at Briggate in 1816. The business, now that of Reynolds & Branson Ltd, continued a retail outlet until quite recently.

West wrote many papers on chemical subjects (*C&D* July 16 1960 - pp 71-7) and with William Hey, FRS, Dr Charles Thackray, Dr James Williamson, Thomas Pridgin Teale, Dr Disney Thorp, Dr Adam Hunter, and Dr Joseph Prin Garlick founded the Leeds School of Medicine in 1831.

The building erected for this purpose is now the offices of Chas F. Thackray Ltd. In addition to William West, William Hunter (the third) was also trained as an apothecary (a not unusual preliminary to surgical training at that time). He was apprenticed at the age of 14 years, to Mr Dawson. Part of the indenture dated July 24, 1750 states:

"During all of which term, the said apprentice, his said Master well and faithfully shall serve, his secrets shall keep, his lawful commands shall do, fornication and adultery shall not commit, . . . tavern or ale houses he shall not haunt . . . frequent, unless it be about his master's business there to be done: At dice, cards, tables, bowls, or any other unlawful game he shall not play; . . . matrimony with any woman within the term shall not contract

### Apprenticeship fee

Thirty pounds of "Good and lawful money of Great Britain" was paid William Dawson for the apprenticeship.

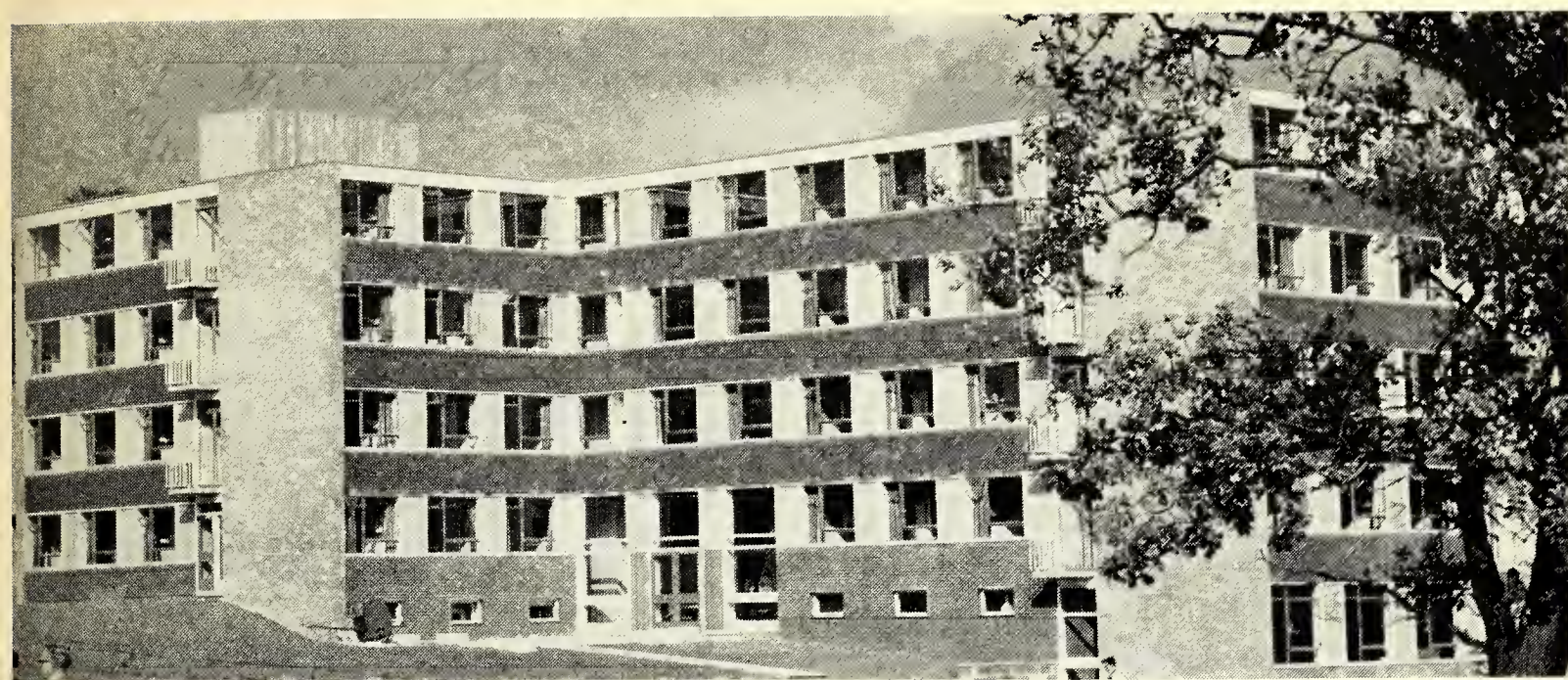
The medical school course, advertised in 1831, included chemistry, botany, anatomy, materia medica in addition to the medical subjects. Dr H. Hunter lectured on materia medica and William West on chemistry.

In 1874, a College of Science was opened, largely due to the efforts of the pharmacist, Richard Reynolds, an employee of William West.

The main achievements of the Leeds School have been in the field of surgery, e.g., the first prostatectomy was carried out here by A. G. McGill in March 1888 (Moynihan, later Lord Moynihan, was present as a dresser). In medicine perhaps the outstanding event was the invention of the clinical thermometer by Dr (later Sir) Clifford Allbutt in 1867. This thermometer was made by Messrs. Harvey and Reynolds, descendants of the firm founded by William West.

Although the College of Science catered for pharmacy students the separate College of Pharmacy was not opened until 1898 at 19 Springfield Place with Mr F. Pilkington-Sargeant, in charge of full-time and evening classes for the minor and major examinations of the Pharmaceutical Society.





In 1900 the school moved to larger premises in Clarendon Road. Mr A. W. Lupton, MC, MSc, MPS, after service in the 1914-18 war, then became assistant to Mr F. Pilkington-Sargeant and in 1930 succeeded him as head of the college which was absorbed into Leeds University in 1933. Mr Lupton was then appointed senior lecturer in pharmacy and pharmaceutical chemistry.

Some 1,500 students qualified in pharmacy from the school in Clarendon Road, among them were the late Paul Dobson, G. C. Crummack, E. S. Mitchell, G. A. Nelson and numerous other past and present members of the Leeds Branch. Dr G. A. Nelson is the link between the old and the present department of pharmacology of the University of Leeds. The department does not now undertake the training of pharmacists being jointly concerned with research and the education of medical students in the pharmaceutical sciences.

The study of drugs and their effects on the autonomic nervous system has been carried out in the department of pharmacology under the direction of Professor Wood. For example, the properties of xylocholine, the forerunner of modern treatments for high blood pressure, detected by Dr Exley and studied intensively by the former Professor Bain and colleagues, have excited further work in this field.

Thus, by using substances synthesised by Dr Clark, evidence has been obtained about the nature of the reaction of acetylcholine-like substances with receptors in living tissue.

## Conference applications: new arrangements

The sudden death of Mr Robert S. Crozier (*C&D* last week, page 461) has meant that there will be some delay in acknowledging completed application forms and replies to requests for forms.

Members are asked to amend the address on applications to: Mr T. W. Fisher, 11 Woodthorpe Park Drive, Sandal, Wakefield, Yorks.

## Personalities on the local committee

Few interested in pharmaceutical politics will not know Maxwell Gordon, the chairman of the Conference Local Committee.

His experience in pharmacy has been wider than most, embracing work as a medical representative, sales manager, production manager and a spell in an advertising agency. Indefatigable in his professional interests "Max" holds a number of offices including: Member of the General Practice Sub-committee of the Pharmaceutical Society; chairman of the Yorkshire Regional Area of the Pharmaceutical Society; vice-chairman of the Leeds Pharmaceutical Committee; past chairman and present member of committee of the Leeds Branch of the Pharmaceutical Society; past chairman and present member of Committee of the Leeds and District Branch of the National Pharmaceutical Union; past president, founder member and present member of Committee of the Leeds Jewish Pharmacists' Association. He now owns a successful business in the Alwoodly district of Leeds.

The vice-chairman, Mr W. Howarth—or "Bill" to his colleagues—is also in private practice, having a pharmacy in Adel which he describes as "a garden suburb of Leeds." He was elected to the Leeds Branch Committee in 1950 and became branch secretary in 1955 a position he still holds being only the fourth person

*Bodington Hall: one of the Conference halls of residence*

to hold the office since 1922. Besides being a past-chairman and present member of Leeds Branch NPU, Bill is a past-chairman and present member of Leeds Pharmaceutical Committee. His "secretarial" experience made it almost inevitable that he become secretary of Yorkshire Region of the Pharmaceutical Society. Living in Otley, Bill is the present vice-chairman of Otley Parochial Church Council, a member of the Bradford Diocesan Synod and a past treasurer of Otley Round Table.

Keenly interested in motor sport he is an active member of the Yorkshire Sports Car Club and the British Automobile Racing Club.

The local treasurer, Mr Thomas Wilfrid Fisher was born in Wrexham, brought up in St Helens, Lancashire, and educated there at Cowley Grammar School. He served four years apprenticeship with Mr. George Garrett Hemingway, Ecclestone Street, Prescott, Lancashire. He proceeded "thankfully" to the Liverpool School of Pharmacy and studied under H. Humphreys Jones, qualifying from there at "The Square" in 1927. He joined Boots that year and after the customary running-in period of managerial relief, he was appointed night manager of the Liverpool 24-hour service. His first management in Beverley Road, Hull, was followed by that of Whitefriargate, Hull. He opened the 24-hour service at Boar Lane, Leeds, went temporarily to Lincoln, and finally to Wakefield.

Mr Fisher was elected to the Leeds Branch Committee in 1946, was chairman in 1954/55 and succeeded Paul Dobson as treasurer in 1958, which office he still holds. He served for ten years before moving to Wakefield, on the Leeds Pharmaceutical Committee, being treasurer for the last seven years. He is a past chairman of the Wakefield Pharmaceutical Committee and has been secretary of the Wakefield Health Services Professional Liaison Committee.

He stood on three occasions without

*Continued on page 517*



# We're giving you 3 cool blondes and a warm brunette with Casual.



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*Naturally, Casual is the brand leader. So, we thought we'd give you an even better range.*

*From now on, there are 13 Casual shades. So, stock up on the 4 new light ones. Just ask for Silken Beige, Bianca Blonde, Honey Gold and Warm Cognac.*



# And £66,000 worth of Tame sachets in our Toni perms.



Free Tame Sachets in every Toni, Prom  
or Prom Roller pack.

*3 free sachets in each whole-head size.*

*2 free sachets in each end-curl size.*

*They're already in the packs and each of  
the packs is flashed.*

*All you have to do is stock up and make  
yourself some money.*



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(the art of moving stock quickly)

You can be Minadextrous, too. All you need is a plentiful supply of Minadex and our eye-catching new display material. It's the children that love Minadex; they go for its pleasant orange flavour, and mums, dads and doctors know it does them good. To attain a high level of Minadexterity one should order Minadex as part of a Glaxo Discount Parcel — and make yourself an extra profit. See your Glaxo representative or wholesaler now.

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I want to become Minadextrous, too. So send me:

Single pack display (Quantity) \_\_\_\_\_

Six-pack dispenser (Quantity) \_\_\_\_\_

Name and address: \_\_\_\_\_

\_\_\_\_\_

Glaxo 

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## Personalities on the committee

from page 513

access for election to the Society's Council as an employee candidate but was for three years a co-opted member of the general practice sub-committee. He was a founder member and the first chairman of the Boots Pharmacists Association, Leeds & District.

Since relinquishing management of the Wakefield Branch he has undertaken management relief duties in Leeds and the West Riding, and returned to the Leeds Pharmaceutical Committee three years ago as an elected member.

Members who are active in other aspects of the Conference include Mr John J. Mitchell who is chairman of the conference publicity sub-committee, Mr Leslie Calvert the current chairman of the Leeds Branch, NPU, who is chairman of the conference catering and social sub-committee. In charge of conference transport, is Mr A. M. Jones who is in retail practice in the Kirkstall district of Leeds. Mr Keith Chadwick, in charge of fund raising of the conference, was for a period representative for Sandoz. He is now in retail practice.

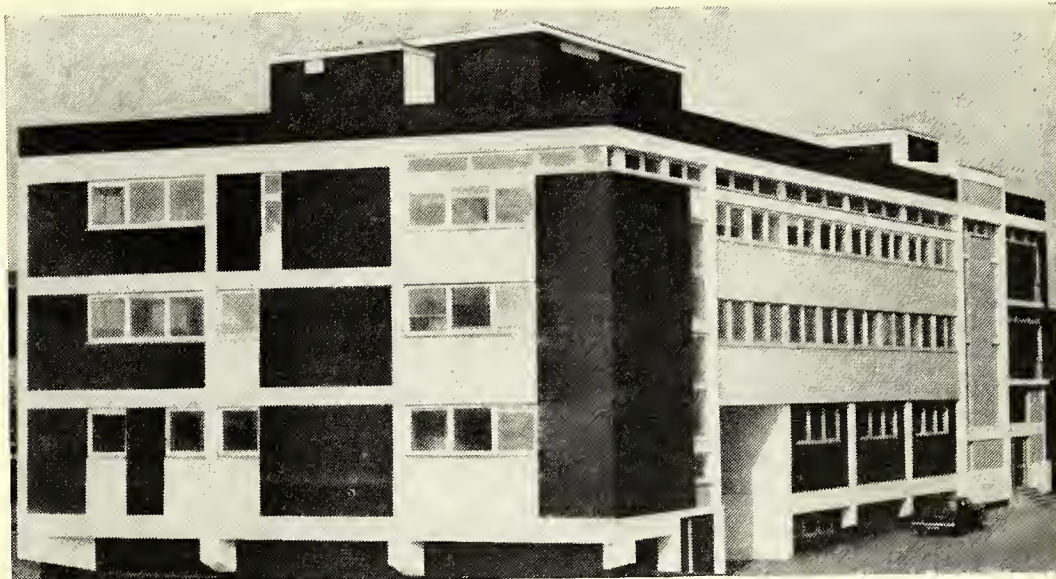
Currently chairman of the Leeds Branch, Pharmaceutical Society, is Mr L. W. Lycroft who is holding that office for a second period. He was also chairman in 1951-52. He is also a past chairman Leeds NPU Branch and its present chairman. The chairman elect of the Leeds Branch of the Pharmaceutical Society is Mr T. Hesletine.

## Gibbs' links with the city stretch back over 150 years

Gibbs Proprietaries Ltd is a toilet preparations manufacturing and marketing company and a subsidiary of Unilever Ltd. It was formed in 1963 by the integration of Joseph Watson & Sons Ltd, manufacturing unit, with two marketing companies, D. & W. Gibbs Ltd and Pepsodent Ltd, all owned by Unilever. Gibbs is now the largest toilet preparations business in the United Kingdom.

The Gibbs connection with Leeds goes through Joseph Watson & Sons whose original business was established in the 1820's as hide and skin merchants. Watson bought a factory site in Whitehall Road in 1861 and started making soap in 1870 which gradually became the main business. The company was bought by Lever Brothers in 1917. In 1952 all hard-soap manufacture was transferred to Port Sunlight and the manufacture of toilet preparations for UK Unilever companies was gradually centred at Leeds. The factory now employs over 1,000 people. Dr J. C. Hibbit is technical director.

The Gibbs factory makes SR, Signal, Fluoride and Pepsodent toothpastes, Gibbs toothbrushes and solid dentifrice, Rasmic and Easy shaving preparations, deodorants, Vinolia Lipsyl, Astral Cream, Pears baby products and Clinic



medicated shampoo. The factory also makes hair products sold under the Elida house name including Sunsilk shampoos and hairsprays, Pin-Up and Twink home perms, Harmony, Melody, Sea Witch and Wood Nymph hair colourants and Shine and Cream Silk hair conditioners. In addition to products for the company's home market Gibbs also manufacture for Clynol Ltd and J. & E. Atkinson Ltd and produce a variety of toilet preparations specially for export.

Two years ago, the company built a new four storey laboratory on the Leeds factory site with technical facilities for all work connected with developing and improving new and existing toiletry products.

Gibbs have recently bought a 210,000 sq ft warehouse and 5½ acre site at Seacroft on the north side of Leeds. A new warehouse is being built and part of the existing one will eventually be used for manufacturing certain aerosol products transferred from Whitehall Road. The move is designed to cope with general expansion of the business and represents an investment of over £1 million.

## Reynolds & Branson: a tie-up with the first conference

In examining old papers the interesting fact emerged that two of the three sponsors for the first British Pharmaceutical Conference held in Newcastle in 1863 had strong connections with Reynolds & Branson Ltd, North West Road, Leeds. Both were apprenticed here under Mr Harvey (circa 1854) namely Mr Henry Bowman Brady (who later founded Brady & Martin (wholesalers in Newcastle) and Mr Richard Reynolds of Harvey & Reynolds, later Reynolds & Branson Ltd. Reynolds was in turn secretary and chairman of the Conference. He spoke at the first Conference regarding "some extraordinary evidence of prevailing fraudulent practice and drug impurities."

The origin of Reynolds & Branson Ltd can be traced to 1816 when William West, a 23-year-old Quaker from London, opened a shop at 13 Briggate, Leeds. He was to die aged 58 after a life full of professional and local attainment.

*Product development laboratories on the Gibbs factory site at Whitehall Road, Leeds*

He lectured on chemistry at the Leeds School of Medicine for fourteen years, was a member of the Chemical Society of London from its inception and acted in local literary, practical and philosophical circles. In 1841, he was joined by William Harvey, who undertook the management of the pharmaceutical side of the business.

Mr Harvey proved a worthy successor, was a founder members of the Pharmaceutical Society and in 1862 on the formation of the Leeds Chemists' Association was elected its first president. In 1851 he took into partnership Richard Reynolds and then traded as Harvey & Reynolds. The firm prospered and property adjoining the original shop was bought and developed into pharmaceutical laboratories.

Meanwhile Richard Reynolds distinguished himself at the Society's School of Pharmacy, was for nine years a member of the Council of the Pharmaceutical Society and was in turn secretary and president of the British Pharmaceutical Conference.

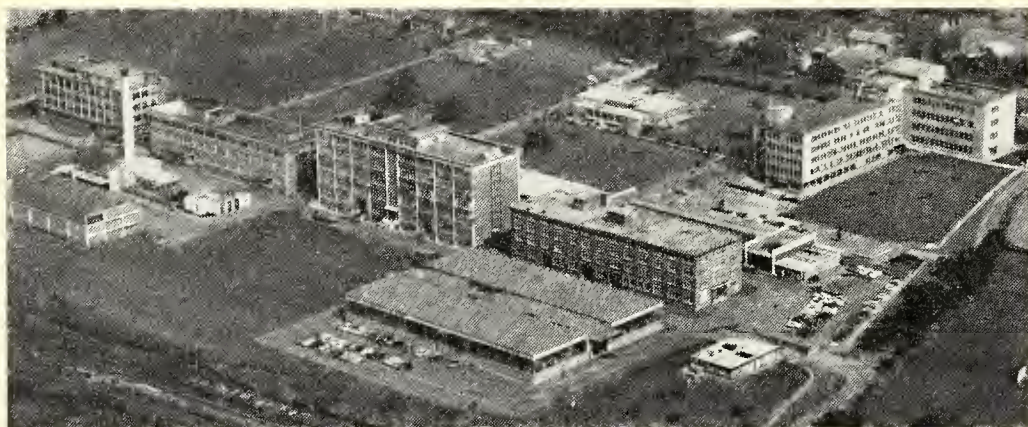
Richard Reynolds took his son, R. F. Reynolds, and Mr F. W. Branson into partnership in 1883 and later the company was reformed as a limited company.

In 1908 the firm was strengthened by the appointment as directors of Mr J. H. Gough, Mr F. H. Branson and Mr F. Islip. For many years Mr Gough lectured at the Leeds Medical School and took an active part in local branch affairs.

With the introduction of the National Health Service the directors of the time made an accurate appraisal of the changes involved and unlike many other old established wholesalers the business survived. Additional premises were acquired at North West Road in Leeds, a depot was established in London, the Sutell business in Barnsley was taken over and developed to serve the South Yorkshire area, and in late '68 the next stage of development at Woodhouse begun with the opening of a new express service warehouse and stores.

Eventually the whole Leeds works will be consolidated at Woodhouse resulting in increased efficiency and an even better prescription service.





An aerial view of the Sandoz Company's installations at Horsforth, in Airedale

## Dyestuffs: the classical background

The United Kingdom Sandoz Company occupies a site at Horsforth, Airedale, within easy reach of the centre of Leeds and employs a staff of some 700 drawn from the surrounding districts.

The company followed the classical pattern of the pharmaceutical industry in having its grass roots in the synthesis of dyestuffs; in Switzerland in association with the Basle ribbon industry, in England with the Yorkshire woollen industry and the Lancashire cotton industry. The pharmaceutical department of the Swiss parent company was set up under Professor Stoll in 1918. The first research activities were in the field of phytochemistry.

An early success was the isolation and identification of ergotamine (Femergin). The present day research facilities of the Sandoz company are among the most advanced in the pharmaceutical industry.

The Sandoz company connections with Yorkshire date from 1911 with the establishment in Bradford of the Sandoz Chemical Co to serve the textile industry. When Sandoz pharmaceuticals were first made available in the UK in the 1920's, the Swiss-manufactured products were sold and distributed by appointed agents and a promotion and information office was opened in London.

After the 1939-45 war, the UK Sandoz company took over responsibility for the pharmaceutical department in this country.

The post-war demands on the dyestuffs and chemical side of the company necessitated the purchase in 1947 of the present Horsforth site. As the sales of pharmaceuticals increased a modern factory for pharmaceutical manufacturing and packaging was constructed. Production started in 1959.

The marketing, promotion, medical and technical services of the department remained in London. During the 1960's, warehousing and distribution facilities were set up in Horsforth to give a better distribution of Sandoz pharmaceuticals in the North. Following the Sandoz-Wander merger in 1968, those facilities also serve to distribute Wander products in the North.

To further the decentralisation policy

of the Swiss parent company the pharmaceutical manufacturing department on the Horsforth site is equipped with modern plant to make available the products of original Sandoz research in presentations suitable for the treatment of disease.

A pharmaceutical research and development section is concerned with the development of products especially formulated for UK requirements. Some eight products have been marketed since its inception. Work continues into ways of formulating active substances to produce readily absorbed, convenient and palatable dose forms. Liaison is maintained by the Department with the Pharmacology Department of Leeds University School of Medicine; a Sandoz Research Award has been made available in that University Department since 1968. The pharmaceutical department now employs some 100 personnel.

Sandoz Products Ltd, pharmaceutical manufacturing department foresees that the Horsforth site and facilities provide ample opportunities for extension and development and look forward to making their contribution to the growth and prosperity of the Leeds area.

## A pharmacists' co-operative in Meadow Lane

In 1930 a small group of local private pharmacists met in Leeds to talk about their mutual problems. At that time there existed a number of buying groups and from these an amalgam was created to form PDS (Leeds) Ltd, a locally owned, financed and operated wholesaling company. They acquired premises in Meadow Lane and to keep within the statutory definition of a private company (under 50 members) and to retain the interest stimulated, a second company, PAS (Yorks) Ltd was registered six months later primarily to satisfy potential customers' demands for participation. These two companies were successful. In 1947 they moved to larger premises at Howarth Place, which are still in use.

In the sixties some of the original members were retiring and there appeared to be a need for an injection of finance. The Board realised that an association with a larger group was probably inevitable but the right association could well offer great opportunity and be both profitable and help to retain a measure of their in-

dependence. With some of the shareholders being also members of Unichem this naturally led, in 1964, to an amalgamation of their interests with those of the Unichem organisation. In the meanwhile turnover had risen from about £25,000 in 1930 to over £300,000 in 1963.

Now as a part of Unichem Ltd, an organisation which is solely owned by its members and operated entirely for their benefit, it is interesting to note that until their retirement this year, Unichem of Leeds still included, as members of the Board, two men who were founders of the original PDS and PAS companies - Mr E. S. Mitchell and Mr N. H. Burns. At the conference held in Leeds in 1963 Messrs Burns and Mitchell, together with other directors of PDS and PAS, were active members of the Conference Committee. It is the intention that Unichem of Leeds should have on its Board, directors who are local men, pharmacists who are in daily contact with their colleagues and who have a specialist knowledge of the retailers whom they represent.

The Manager of the depot (since 1960 Mr J. Talbot, 1 Howarth Place) would be pleased to answer any inquiries or furnish any information to conference visitors.

## Wholesaling in Leeds for nearly 150 years

The business now known as Vestric Ltd Leeds branch, first traded as a supplier of drugs and sundries in 1821.

In 1864, trading as Hirst, Brooke and Hirst, manufacturing activities became an increasingly important part of the business, which was then described as "Manufacturing Chemists and Druggists."

The company moved from its old premises at Millgarth Mills, Leeds to a specially designed, newly built premises, Sheepscar Street South, Leeds 7 in 1932.

A merger of Hirst, Brooke and Hirst with Goodalls (Leeds) Ltd in 1954, led to the new trading title of Hirst, Brooke & Goodalls Ltd, a subsidiary of Sangers Ltd.

In 1964 this company was sold to Sangers to the BDH Group of companies.

Subsequently the manufacturing activities were ceased, to allow the company to concentrate exclusively on wholesaling. The business was then known as the Leeds branch of Middletons (Middlesbrough) Ltd.

The Sheepscar Street warehouse was modernised in 1965 in which year Glaxo and BDH merged their wholesaling interests in the formation of Vestric Ltd.

Four years later premises at Sheepscar Street were closed, when a new modern building at Morley was occupied. The new premises were built to enable the branch to provide an efficient wholesaling service, part of which enables customers within an approximate five-mile radius to take advantage of special deliveries for urgent prescription items.

The new branch also incorporates a surgical department, to supply hospitals with up-to-date equipment, together with the advice and technical knowledge necessary in such a service.



# TAMPAX

*tampons*

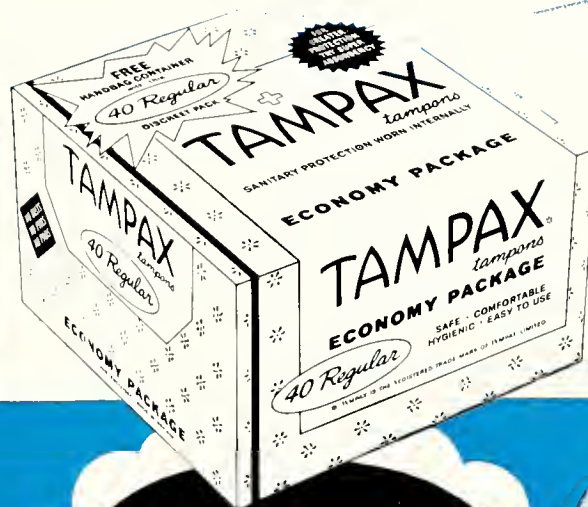
## “FEATURE 40's”

### SPRING PROMOTION

1st APRIL — 1st MAY



**BONUS  
FOR YOU!**



**GIFT  
FOR YOUR  
CUSTOMER**

**9/** ON EVERY  
3 DOZEN 40's  
AND PRO RATA  
(1st APRIL — 1st MAY)

**COLOURFUL  
FREE  
HANDBAG  
CONTAINER  
IN EVERY  
ECONOMY  
40's PACK  
DISPLAYING  
THE FREE  
OFFER FLASH**



TAMPAX tampons are pre-sold. Through-the-year advertising in 40 women's weekly and monthly magazines plus general magazines and National newspapers—

432,000,000 advertisements in all. Whole pages and half pages of FULL COLOUR ads from March right through to September... all these sell TAMPAX tampons for you.

**FEATURE 40's THE ECONOMY PACK FOR BIGGER UNIT SALES... GET A BONUS ON 40's**

**ORDER NOW! TAMPAX LIMITED, DUNSBURY WAY, HAVANT, HANTS.**



# By popular demand Christmas will be replaced

Last Christmas, the Swinger II Set was our biggest seller. And since it's nice to be popular any time of the year, we're bringing it back for the summer.

The set includes the Swinger II, a flash gun, 5 flash bulbs, and 2 rolls of film. Nothing new. Just everything needed to make black and white pictures in a few seconds.

What is new is the price. At £9.7.2\*, we've come down a few bob.

Of course, we can't bring back our best salesman, Santa Claus.

But we can replace him. With £150,000 of TV and press advertising.

## **Polaroid Instant Cameras.**



# WEEKLY PRICE CHANGES AND NEW PRODUCT ADDITIONS

Prices and Purchase Tax are given per dozen. Bold upright figures (2 9) in the retail column indicate the price is subject to retail price maintenance. Italic figures (2 9) is manufacturers price. Light upright figures (2 9) is a suggested guide.  
Price Advanced. R=Price Reduced. ●=New entry. D=Delete. C=Correction. /=Insert.

	Trade	Tax	Retail		Trade	Tax	Retail		Trade	Tax	Retail
nds (1227 THP)	16 11	—	1 10	natural moisturiser	6 9ea	3 8 1/2ea	15 9	dusting powder			
fectant medium	23 2	—	2 7	natural skin cleanser	12 0ea	6 7ea	28 0	drum 3208	—	—	25 0
giant	34 8	—	3 10		6 0ea	3 3 1/2ea	14 9	spray bottle 3212	—	—	13 0
economy				natural skin toner	9 3ea	5 1ea	21 6	sprinkler flask 3233	—	—	14 6
cin (2 Abbott) T5					7 6ea	4 1 1/2ea	17 6	foaming bath oil 3356	—	—	22 6
tabs 250mg 100	23 0ea	—	34 6		12 0ea	6 7ea	28 0	hand lotion 2234	—	—	13 6
1000 200 0ea	—	—	—	sooth	6 6ea	2 4 1/2ea	13 6	perfume creme 3032	—	—	23 0
(682 KCL)				Alpine (301 Coty)				perfume 3111	—	—	37 0
shave	36 0	19 10	6 3	Amami (105 BTD)				concentrated 3013	—	—	21 0
a (60 Arden)				styling lotion 80cc	21 5	11 10	3 4	perfume mist 3122	—	—	80 0
ml 101.02	—	—	22 0	Ambassador (1375 ATPL)				crystal bottle	—	—	
				after shave lotion				skin perfume spray	—	—	
o (930 P & B)				65ml	10 3ea	5 8ea	24 0	3002	—	—	18 6
lo (1476 SMP)				113ml	15 0ea	8 3ea	35 0	3006	—	—	29 0
sporin (208 BW) TS				80g	8 2ea	4 6ea	19 0	3022	—	—	35 0
0-5mu.	12 4ea	—	17 0	plastic pack	12 11ea	7 1ea	30 0	refill 3023	—	—	19 6
1 (608 Hinders)				Cologne for men 65ml	19 9ea	10 10ea	46 0	soap guest, six 3331	—	—	12 0
les pr.	27 0	3 7	—	113ml	9 9ea	5 4ea	23 0	complexion, 3333	—	—	15 0
to-Culver (1437 ACC)				80g	8 9ea	4 10ea	21 0	three 3336	—	—	22 6
Set hair spray				deodorant aerosol 85g	5 4ea	2 11ea	12 6	bath, three 3336	—	—	22 6
al hold 120g	32 0	17 6	5 3	spray 70g	4 9ea	2 7ea	11 0	solid fragrance stick 3020	—	—	15 0
erhold 303g	51 10	28 6	8 5	hair oil for men 65ml	10 3ea	5 8ea	24 0	stroke on perfume 3130	—	—	21 0
erhold 120g	32 0	17 6	5 3	pre-shave lotion 65ml	15 0ea	8 3ea	35 0	3130	—	—	21 0
greasy hair 303g	51 10	28 6	8 5	113ml	10 3ea	5 8ea	24 0	3460	—	—	30 0
120g	32 0	17 6	5 3	plastic pack 80g	8 2ea	4 6ea	19 0	Apres Soleil (525 Golden)			
303g	51 10	28 6	8 5	shave bowl 5 1/2oz	11 6ea	4 3ea	24 0	120cc	70 8	38 10	12 2
lotion 200g	24 2	13 4	3 11	refill 5 1/2oz	4 10ea	1 9ea	10 0	Ardena (60 Arden)			
mpoo 220g	29 11	10 11	4 5	soap tablet 6 1/2oz	5 10ea	2 2ea	12 0	bronze glow 712-00	—	—	17 0
hairdressing 42g	45 4	25 0	7 6	talc for men 65g	7 7ea	4 2ea	18 0	covering cream 123-01	—	—	16 0
gular or blue) 130g	45 4	25 0	7 6	113ml	11 6ea	6 4ea	27 0	highlighter 542-00	—	—	29 0
rspray 220g	73 9	40 7	12 0	forty-four range				refill 543-00	—	—	13 0
ray for grey) 176g	73 9	40 7	12 0	after shave lotion				108-99	—	—	28 0
(1545 Vestric)				100cc	8 11ea	4 11ea	21 0	mosque 520-00	—	—	18 0
(1154 SNP)				Cologne 100cc	10 6ea	5 9ea	25 0	powder 514-00	—	—	29 0
preparations				deodorant Cologne 100cc	8 11ea	4 11ea	21 0	511-00	—	—	22 0
orescein 2%				pre-shave lotion 100cc	8 11ea	4 11ea	21 0	shader 544-00	—	—	29 0
eri units 10	26 4ea	—	—	Anahaemin (179 B.D.H.)				refill 545-00	—	—	13 0
xitrol drops .5ml	12 0ea	—	—	ampoules 1ml x 25				sun control 713-00	—	—	23 0
ntment 10 11ea	—	—	—	vials 10ml				traveller 11 case 956.00	—	—	45 0
tracaine steri				Anaspasmine (1490 IAPS)				wax depilatory set 720.00	—	—	55 0
nts.† 10	26 4ea	—	—	125m	52 0	19 1	7 4	refill 721.00	—	—	17 0
e (1071 Robins)				500ml	15 0ea	5 6ea	25 6	Arnold's (1415 Arnold)			
ules with vit. C				Andre Philippe (48 AP)				dried brewer's yeast 11b	52 0	—	6 6
bury's (34 A & H)				bath salt decanter 29	75 0	41 3	12 11	Ash-Ling (Melina (1406 5GBP)			
erfatted soap				bubble bath 25	32 0	11 9	4 11	deodorant	—	—	9 6
urs (488 Fylde)				bubble bottle 31	63 0	23 1	9 11	creamy skin perfume	—	—	15 6
ly 2.5k 15 0ea	3 4ea	—	—	cruet set 3	32 0	11 9	4 11	Atkinsons (76 Atkinson)			
6lb	—	—	—	swan dimple 21	35 0	12 10	5 6	English lavender			
(533 Alo)				Cologne swan dimple 23	29 0	16 0	4 11	parfum de toilette			
r tan 7 6ea	4 1 1/2ea	17 6		toilet water decanter 26	75 0	41 3	12 11	mini mist 79 6	43 9	13 6	
uty masque 12 0ea	6 7ea	28 0		hearts and flowers 33	—	—	—	Gold Medal eau de			
uty matte 10 3ea	5 8ea	24 0		three for beauty 18	—	—	—	Cologne parfum de			
n ointment 7 6ea	4 1 1/2ea	17 6		Andrex (153 B5C) 25 case				toilette mist mini 79 6	43 9	13 6	
n ointment 6 0ea	2 2 1/2ea	12 6		tissue 2-roll 32 6			2 4	A toi (76 Atkinson)			
ne compact 9 3ea	3 5ea	19 0		(1 1/2 doz.)				parfum de toilette			
nder 6 9ea	3 8 1/2ea	15 9		Anestan (47 Anestan)				mini mist 88 6	54 2	15 0	
ne rouge 7 0ea	3 10ea	16 3		Anestan (325 C-A)				Aureomycin (340 C of GB) TSVPO			
liner cake 8 0ea	4 5ea	18 9		Angier (172 BMCL)				powder 2% 6 x 15g 35 0ea	—	—	52 6
liner/eyebrow 3 0ea	1 8ea	7 0		junior aspirin 50	16 7	6 1	2 6	Babettes (153 B5C) 25 case			
ncil 8 0ea	4 5ea	18 9		Animalintex (1073 Robinson)				baby napkins 10	46 5	—	2 6
ion tan 7 6ea	4 1 1/2ea	17 6		poultice dressing (vet.) 10	47 1	17 3	8 0	(2 doz)			
shield 5 0ea	1 10ea	11 6		Ankle Vigger (608 Hinders)				20	46 5	—	5 0
tick 4 6ea	2 6ea	10 6		ankle bandage No. 1				31 2	—	—	3 3
arlised 4 6ea	2 6ea	10 6		natural pr. 106 0				pants			
er 'n' under 4 6ea	2 6ea	10 6		Anzora (47 Anestan)				Babzone (488 Fylde)			
cara 5 5ea	3 0ea	12 6		Anzora (325 C-A)				bronchial syrup 3oz	24 2	8 10	3 7
ural eye care cream 10 6ea	5 9ea	24 6		Apple Blossom (596 HR)				Babycleen (47 Anestan)			
ural body beautifier 8 3ea	4 6 1/2ea	19 3		bath essence 3303			20 0	Babycleen (325 C-A)			
ural hand lotion 6 9ea	3 8 1/2ea	15 9		salts 3319			21 0	Baby Life (1499 BLP)			
ural leg moisturiser 8 0ea	4 5ea	18 9		cubes 3321			11 0	baby pants			
ural moisture plus 7 6ea	4 1 1/2ea	17 6		deodorant spray 2422			14 0	unpacked 7 0	—	—	10
	11 0ea	6 0 1/2ea	25 6	anti-perspirant 2433			16 6	triple pack 21 6	—	—	2 6

the most versatile digitalis glycoside

## LANOXIN brand DIGOXIN

TABLETS • SOLUTION • INJECTION • PÆDIATRIC ELIXIR  
BURROUGHS WELLCOME & CO. (The Wellcome Foundation Ltd.) DARTFORD, KENT.





	Trade	Tax	Retail
<b>Bansor</b> (1232 T & R) mouth and throat antiseptic	12 9	4 8	2 3
<b>Basic Sheen</b> (60 Arden) 414.00	—	—	22 0
<b>Beecham's</b> (104 BP) powders + hot lemon	6 28 4	8 11	3 11
tablets small	20 6	7 7	2 10
<b>Bellobarb</b> (17 Agprolin) †s4A	100 5 0ea	—	—
tablets 500	20 0ea	—	—
<b>Benzodent</b> (300 Cottrell) † denture ointment	tube 4 6ea	—	6 9
<b>Betadine</b> (878 Napp) vaginal douch 240ml	15 0ea	—	20 0
vaginal gel 90g	17 6ea	—	23 4
<b>Bidrolar</b> (61 APC) syrup 100 ml	5 0ea	—	7 6
<b>Bilostat</b> (1314 Weddel)	—	—	—
<b>Binki</b> (419 Elsinor) existing entry	—	—	—
<b>Binki</b> (419 Elsinor)	—	—	—
baby pants	12 0	—	1 6
elastic leg	12 0	—	1 6
bound leg	22 0	—	2 9
luxury	34 0	—	4 3
Princess	27 0	—	3 3
party pants 3 row	42 9	—	5 3
6 row	50 6	—	6 3
Rosebud	18 0	—	2 for 4 6
under nappies large	22 0	—	2 for 5 6
<b>Bio-Clear</b> (596 HR) coverfluid 0841	—	—	15 0
cream 0801	—	—	12 0
minute make-up	0852	—	12 0
medicated puff 0860	—	—	2 6
pore lotion 0822	—	—	12 6
shampoo 0832	—	—	9 6
treatment set 0870	—	—	33 0
wash 0813	—	—	14 0
<b>Bisks</b> (1530 Fisons) water biscuits 15oz	77 9	—	8 0
12oz	—	—	—
<b>Bleachine</b> (60 Arden) cream 105.02	—	—	17 0
<b>Blenderm</b> (1500 MM & M) surgical tape	65 2	—	4 1
3/4in x 5yd	(2 doz)	—	—
1in x 5yd	57 9	—	7 2
1 1/2in x 5yd	(1 doz)	—	—
(5/8 doz)	54 10	—	10 4
<b>Blue Grass</b> (60 Arden) bath cubes 733.75	—	—	17 0
bath mitt 743.75	—	—	26 0
bath oil 766.82	—	—	48 0
5 phials 766.00	—	—	35 0
salts, fine 765.75	—	—	25 0
753.75	—	—	42 0
brilliantine 301.75	—	—	13 0
deodorant liquid	724.90	—	13 0
aerosol	—	—	28 0
stick 729.00	—	—	15 0
fluffy 730.00	—	—	15 0
roll on 731.00	—	—	13 0
dusting powder	755.75	—	15 0
746.75	—	—	31 0
754.75	—	—	36 0
759.75	—	—	63 0
739.75	—	—	23 0
tin 744.75	—	—	16 0
eau de parfum 800.37	—	—	35 0
flower mist 800.32	—	—	22 0
800.21	—	—	30 0
800.23	—	—	47 0
800.22	—	—	47 0
800.46	—	—	30 0
800.56	—	—	30 0
de luxe 800.24	—	—	35 0
800.25	—	—	55 0
fluffy milk bath 740.88	—	—	36 0
gift box 969.00	—	—	110 0
979.00	—	—	150 0
980.00	—	—	155 0
987.01	—	—	145 0
988.01	—	—	330 0
989.01	—	—	600 0
week ender 324.75	—	—	29 0
hair spray 316.75	—	—	13 0
318.75	—	—	22 0
hand lotion 347.75	—	—	13 0
347.71	—	—	21 0
347.97	—	—	42 0
347.88	—	—	21 0
moisture bath 761.75	—	—	52 0
perfumair 800.06	—	—	35 0
de luxe 800.07	—	—	40 0
perfume 800.41	—	—	85 0
800.42	—	—	135 0
800.43	—	—	200 0
800.44	—	—	350 0
800.50	—	—	44 0
perfumiser	—	—	—
gold atomiser 800.48	—	—	74 0
refill 800.34	—	—	50 0
perfume mist 800.33	—	—	75 0

	Trade	Tax	Retail
oil 800.35	—	—	40 0
soap, bath (3) 748.75	—	—	36 0
hand (3) 749.75	—	—	22 0
travel 752.75	—	—	12 0
solid Cologne 825.01	—	—	16 0
<b>Bourjois</b> (150 Bourjois) bath cubes Freesia	9337	11 2	6 1
rouge rosette brun	117	15 4	8 5
soap polythene bag	9379	19 6	8 2
pack (4)	9349	21 3	11 8
talcum Mountain	—	—	—
Heather	—	—	—
<b>Bourn-Vita</b> (216 Cadbury) 1lb	20 0	—	2 0
35 8	—	—	3 7
1lb	62 1	—	6 3
<b>Bravit</b> (489 Galen) tablets 100	21 8ea	—	32 6
500	100 0ea	—	150 0
<b>Breck</b> (1509 C of GB) shampoos for dry hair, oily hair, normal hair	17 3	6 6	10
sachet	(3 doz)	(3 doz)	—
70cc	22 9	8 5	3 3
120cc	34 0	12 6	4 11
old packs	—	—	—
<b>Breeze</b> (756 Lever) soap toilet	52 5	19 3	1 2
bath	41 6	15 3	1 10
(3 doz)	(3 doz)	(3 doz)	—
<b>Bristow's</b> (105 BTD) shampoo's cream, liquid	16 1	5 11	2 3
standard	25 0	9 2	3 6
<b>Bronnley</b> (194 Bronnley) antiseptic lotion	—	—	8 7
<b>Bruten</b> (147 Boots) tablets 100	50 0ea	—	75 0
500	240 0ea	—	360 0
<b>Brut</b> (446 FI) lotion	12 6ea	6 11ea	27 6
<b>Brylcreem</b> (105 BTD) dispenser large	—	—	—
<b>Buchanan</b> (1220 CT) laryngectomy protector	42 6ea	—	50 0
(10)	—	—	—
<b>Cadbury</b> (216 Cadbury) diabetic chocolate	1lb	—	2 7
plain	—	—	—
<b>Caffexen</b> (211 Butler) 100ml	33 0	12 1	5 3
3oz	—	—	—
<b>Calcium-Sandoz</b> (1098 Sandoz) syrup 250ml	—	—	—
<b>Camdogon</b> (221 Camden) horse ringworm treat-	24 0ea	8 10ea	44 10
ment 450ml	—	—	—
<b>Camelia</b> (60 Arden) hand cream 342.99	—	—	13
<b>Canoe</b> (350 Dana) deodorant spray talc	6 9ea	3 9ea	15 0
Cologne sprayette	8 8ea	4 9ea	19 6
<b>Canon</b> (1136 Silber) cameras	—	—	—
Canonet QL 19	—	—	1199 6
QL 17	—	—	1399 6
<b>Cophedrodine</b> (211 Butler) tablets 100	75 0ea	—	100 0
<b>Cardioquin</b> (878 Napp) suspension NK	—	—	—
<b>Carlton</b> (228 Carlton) suspension 4oz	87 0	—	—
16oz	26 6ea	—	—
<b>Carnation</b> (339 CG) bunion rings thin	16 0	—	2 0
chiroprody felt	16 0	—	2 0
corn rings thin or	16 0	—	2 0
thick	65 0	—	7 0
<b>Casilan</b> (518 Glaxo) 8oz	—	—	—
<b>Ce-Cobalin</b> (930 P & B) syrup 115ml	40 0	—	5 0
4oz	—	—	—
<b>Celtex</b> (1164 55L) sanitary belt adjus-	18 7	2 6	2 4
table	—	—	—
sanitary towels	12	25 11	2 8
super soft	18	36 6	3 9
30	58 4	—	6 0
<b>Cendevax</b> (1153 SKF)T5 rubella vaccine	21 4ea	—	32 0
single dose vial	—	—	—
<b>Certor</b> (786 Macdonald) bandage crepe	28 8	—	—
2in x 5yd	34 1	—	—
2 1/2in x 5yd	40 2	—	—
3in x 5yd	47 8	—	—
3 1/2 x 5yd	54 1	—	—
4in x 5yd	78 8	—	—
6in x 5yd	61 0	—	—
cellulose tissue 16oz	18 1ea	—	—
gauze plain unsterilised	35 9ea	—	—
25yd	70 8ea	—	—
50yd	—	—	—
100yd	—	—	—

	Trade	Tax	Retail
cotton wool	—	—	—
hospital quality 8oz	36 0	—	—
<b>Cestra</b> (1073 Robinson) face masks standard	230 0	—	27
(1 gross)	(1 gross)	—	(1 d)
<b>Chantage</b> (76 Atkinson) parfum de toilette	88 6	54 2	15
mini mist	—	—	—
<b>Chantilly</b> (624 Houbigant) compact 1392	19 0	7 0	2
<b>Chapstick</b> (1071 Robins) <b>Charles Perry</b> (960 Perry) almond deep-cleanser	—	—	—
115cc	—	—	9
580cc	—	—	36 1
aqua euphrasiae eye	—	—	—
lotion 115cc	—	—	8
avacado hand cream	115cc	—	8
calendula talcum 84g	—	—	8
cosmetic lotion 115cc	—	—	9
cucumber astringent	115cc	—	9
580cc	—	—	36 1
Indian elm foundation	115cc	—	10 11
lemon deep-cleanser	115cc	—	9
580cc	—	—	36 1
marshmallow skin	115cc	—	9
tonic 580cc	—	—	36 1
perfume No. 2, No. 5, ashen violet, blue narcissus, fougere, giroflee, jasmin, lilly of the valley, celeste	—	—	14
protein skin cream	115cc	—	10 1
seaweed bath essence	115cc	—	8
580cc	—	—	31
shampoo's wild honey, herbal, plant oil	115cc	—	6
580cc	—	—	23
sunflower tissue oil	115cc	—	12
580cc	—	—	46
sun tan oil 115cc	—	—	8
580cc	—	—	31
vitamin hair tonic	115cc	—	9
580cc	—	—	36 1
wheat germ beauty	115cc	—	12
mask 115cc	—	—	8
wild honey hair nutrient	115cc	—	8
hand cream 115cc	—	—	8
for men	—	—	—
after shave balm	115cc	—	12
lotion 115cc	—	—	12
hair cream 115cc	—	—	12
talcum 84g	—	—	12
<b>Chemico</b> (302 Chemico) household cleanser	53 2	—	2
medium	(2 doz)	—	4
large	43 10	—	11
No.6	34 8	—	—
(1/2 doz)	26 9ea	—	—
28lb	—	—	—
<b>Chlorstreptin</b> (938 PD) <b>Chypre</b> (301 Coty) creamy skin perfume	2958	10 1ea	5 6 1/2ea
dusting powder 348	14 3ea	7 10ea	29
refill 29351	7 11ea	4 4ea	16
perfume 113	14 1ea	7 9ea	30
spray 112	19 9ea	10 10ea	42
<b>Clic</b> (538 Greebex) magnetic soap holder	21 0	3 0	3
<b>Clinitetrin</b> (518 Glaxo) T5 tablets 1000	270 0ea	—	405
<b>Clovercide</b> (1208 Syn) weed killer 4oz	64 0	8	—
<b>Colgate</b> (280 CP) 5 pack minimum order	17 11	6 6	5
instant shave	(1/2 doz)	(1/2 doz)	—
dental cream standard	75 11	27 6	2
large	(4 doz)	(4 doz)	—
38 2	(3 doz)	(3 doz)	5
ex-large	38 2	13 10	—
fluoride toothpaste	38 0	13 10	2
standard	(2 doz)	(2 doz)	—
large	54 0	19 7	3
(2 doz)	(2 doz)	(2 doz)	—
<b>Colivac</b> (328 CCC) (vet.) 100ml	33 0ea	—	49
<b>Coltex</b> (1232 T & R) cream	20 0	—	2
<b>Complan</b> (518 Glaxo) 1lb	53 0	—	5
<b>Coolene</b> (682 KCL) sunburn relief	22 0	8 1	3
<b>Cooltan</b> (682 KCL) sun bronzing lotion	52 0	28 7	9



# Simple Soap

Now the only big-profit-big-volume toilet soap for sensitive skins you can safely recommend. 1'9.3/-  
Nationally Advertised

	Trade	Tax	Retail		Trade	Tax	Retail		Trade	Tax	Retail
n cream No. 1	26 0	14 4	4 6	pedestal	3 4	5	—	dusting powder	94 8	49 6	16 0
No. 2	38 0	20 11	6 6	eye rods NH5	1 8	—	—	parfum Cologne 2oz	80 0	41 10	13 6
No. 3	52 0	28 7	9 0	menthol cones	9 0	—	—	parfum creme	116 0	60 7	19 7
rs (295 CM & R)				nasal douche NH5	9 4	—	—	perfume phial	59 4	31 0	10 0
insect powder	24 0	—	3 0	nipple shield glass NH5	8 4	—	—	presentation	127 1	66 6	21 6
er				polythene				Elix. creosote codeine co. (211 Butler)			D
tan (682 KCL)				NH5	7 0	—	—	Elix. phenobarb co. (211 Butler)			D
n cream	38 0	20 11	6 6	oiled silk 12x12in	21 4	—	—	Elizabeth Arden (60 Arden)			
	38 0	20 11	6 6	36x36in	15 4ea	—	—	all day foundation	404-00	—	22 0
	70 0	38 6	12 0	pumice stone boxed	14 4	7 10	—	anti brown masque	114-01	—	23 0
n aerosol				loose	12 8	7 0	—	astrigent cream	104-02	—	28 0
01 Coty) existing entry				stypic pencils				astrigent patter	770-00	—	45 0
301 Coty)				3in carded	3 4	1 2	—	atomiser	788-00	—	17 0
un powder	2050	49 0	26 11½	2in in case	5 4	1 11	—	base coat clear	356-65	—	12 0
uty facial	316	52 0	28 7	syringe ear NH5 2oz	26 0	—	—	pearly	354-65	—	12 0
n powder				teething rings carded	3 7	—	—	Beauty Sleep	127-34	—	35 0
act	584	52 0	28 7	whirling spray 8oz	120 0	—	—	127-35	—	—	115 0
ill	581	40 0	22 0	Custom (1505 CD & C)				body cream	344-88	—	23 0
aset	2094	106 0	58 3½	camera cases				By-lines	214-02	—	55 0
orant				Classic III	108 0ea	37 6ea	199 6	cleansing cream	110-02	—	17 0
on	330	56 0	30 9½	Cygnat (705 Kirby)				110-04	—	—	28 0
ake-up	319	51 0	28 0½	orange and halibut				110-08	—	—	45 0
wpencil	448	37 0	20 4	vitamin tablets 100	60 0	—	9 0	110-16	—	—	75 0
wshadow	449	50 0	27 6	Cypres (Rigaud (47 Anestan)				colour clear blushing		—	30 0
liner	453	47 0	25 10	Cypres (Rigaud (325 C-A)				gel	—	—	38 0
shadow	444	50 0	27 6	Cythere (Rigaud (47 Anestan)				bronzing gel	—	—	38 0
shine	456	48 0	26 5	Cythere (Rigaud (325 C-A)				colour veil set	547-00	—	62 0
pencil	450	84 0	46 2½	Dolivits (705 Kirby)				compact	546-00	—	34 0
ill	451	30 0	16 6	Dandricide (1113 5 & B)				refill	548-66	—	15 0
rbrush	452	50 0	27 6	Dandricide (25 A5)				blending brush	796-00	—	28 0
idline	446	63 0	34 8	Daptazole (894 Nicholas)				complexion clear	120-02	—	23 0
lash	440	97 0	53 4	injection 30mg 25				120-04	—	—	43 0
ill	441	67 0	36 10	tablets 100mg 20				cream patter	780-00	—	45 0
ara	442	57 0	31 4	Deltacortone (837 MSD)				creme blush	541-00	—	32 0
on-lash	454	84 0	46 2½	tablets 1 mg	—	—	—	creme extor-	125-01	—	42 0
lowbrush	445	50 0	27 6	Denman (1255 UP) existing entry				dinaire	125-02	—	72 0
wshadow	443	50 0	27 4	Denman (1255 UP)				125-35	—	—	112 0
wshadow	447	59 0	32 5½	bath brush D.18	38 3	14 0	6 0	cuticle cream	341-00	—	12 0
ation cream	549	54 9	30 1	set D.28	70 5	25 10	11 0	eight hour cream	118-01	—	17 0
care	296	36 0	19 9½	circular massager D.6	2 11	2 11	1 3	118-02	—	—	28 0
ation				comb Mary Anne				118-99	—	—	22 0
liner gel	401	54 0	29 8½	fantail D.10	7 11	2 11	1 3	eyebrow brush	781-00	—	5 0
wshadow gel	402	54 0	29 8½	rat tail D.11	7 11	2 11	1 3	eyebrow pencil	373-00	—	8 0
e-up gel	400	66 0	36 3½	minor D.16	7 11	2 11	1 3	automatic	394-00	—	19 0
nt cleanser	301	83 0	45 8	corn eraser D.34	15 5	5 8	2 5	refill	395-00	—	8 0
and Lovely	530	56 0	30 9½	hair brushes				eyelashes	398-00	—	41 0
ck	203	46 0	25 3½	gents Debonnair D.23	32 0	11 9	5 0	extra thick	399-00	—	47 0
ored case	205	55 0	30 3	minor D.3	64 0	23 5	10 0	extra long	368-00	—	49 0
er clear	208	52 0	28 7	styling D.1	20 9	7 7	3 3	eye jewel with fixtures	396-00	—	22 0
base	354	52 0	28 7	D.1A	27 1	9 11	4 3	adhesive refill	398-99	—	7 0
ure balancer	304	100 0	55 0	D.1B	20 9	7 7	3 3	eye liner brush	790-00	—	7 0
ure veil	353	79 0	43 5½	D.4	109 4	40 1	17 0	eye liner pencil	369-00	—	19 0
n-one	355	72 0	39 7	D.5	190 0	70 5	30 0	refill	370-00	—	8 0
formers	356	98 0	53 11	tangle and curl D.14	44 9	16 5	7 0	eye liner cake	379-00	—	16 0
shing cream	310	83 0	45 8	handbag brush D.33	16 7	6 1	2 7	liquid	390-00	—	17 0
alising cream	313	98 0	53 11	hand toilet brush D.19	32 0	11 9	5 0	eye make-up remover	367-99	—	15 0
e	255	49 0	26 11½	nail brush Perfect D.17	10 3	3 9	1 7	eye shadow cake	381-00	—	16 0
reshener	307	83 0	45 8	oval stimulator D.7	19 3	7 1	3 0	eye shadow cream	360-00	—	16 0
erline pressed				Dermicel (672 Johnson)				creamy powder	377-00	—	23 0
der compact	585	80 0	44 0	surgical tape ½in x 5yd	26 0	—	3 2	shado III compact	—	—	29 0
int	541	29 0	15 11½	1in x 5yd	42 0	—	5 3	eyebrow tweezers	774-00	—	23 0
immer				2in x 5yd	76 0	—	9 6	eyelash cosmetique in		—	19 0
e-up	538	80 0	44 0	Deteclo (746 Lederle) T5				pastic case	392-00	—	41 0
lucent				tablets 300mg 500	207 0ea	—	310 10	faint blush	419-00	—	—
lighter	535	75 0	41 3	De Witt's (372 De Witt)				fluffy cleansing cream	112-02	—	17 0
e powder	580	86 0	47 3½	cough control ½gal	45 0ea	—	—	112-04	—	—	28 0
sed powder	583	75 0	41 3	1gal	80 0ea	—	—	112-08	—	—	45 0
Puff (813 MF)				medium	41 3	15 1	6 0	112-16	—	—	75 0
act slim				kidney & bladder pills	41 3	15 1	6 0	featherlight foundation	403-00	—	17 0
389 Druker)				worm syrup	1oz	20 0	—	gift box	950-00	—	290 0
ctives	(3)	90 0	—	4oz	45 0	—	6 0	982-00	—	—	55 0
rac	(48 pkts)	70 0	—	cough control	2oz	—	—	984-00	—	—	220 0
	(48 pkts)	49 0	—	healing powder	—	—	—	960-00	—	—	340 0
II's (306 GC)	(48 pkts)	49 0	—	Diecac (328 CCC)				985-00	—	—	280 0
v mixture 200ml				injection (vet.) 100ml	33 0ea	—	49 6	963-00	—	—	520 0
500ml				Dorothy Gray (385 DG)				976-00	—	—	630 0
6oz & 16oz				eye shades	128 0	70 0	22 6	966-00	—	—	105 0
(453 Fecher) existing entry				Dramamine (1121 Searle) ½s7	18 6ea	—	27 9	970-00	—	—	65 0
blocks carded				tablets 50mg 100				954-00	—	—	500 0
l wool ½oz	22 4	8 2	—	Dr. Browns (1442 BCB) ½DDI	30 0	11 0	4 4	986-00	—	—	360 0
1oz	16 0	—	—	cough bottle	18 2	6 8	2 9	955-01	—	—	42 0
2oz	26 8	—	—	pastilles				983-00	—	—	165 0
8oz	87 0	—	—	Droleptan (922 Ortho) ½s4B				630-00	—	—	12 0
ge fasteners (6)	10 6	—	—	ampoules 2ml 10	44 0ea	—	66 0	gloss stick	777-00	—	5 0
reliever 2oz	64 0	—	—	tablets 2.5mg 50	13 0ea	—	19 6	handkerchief tissues		—	—
es iodine loose	2 9	—	—	D.X. (608 Hinders)				roll	102-02	—	15 0
carded	3 9	—	—	vaporiser insole pr.	53 0	7 0	—	healing cream		—	—
es throat NH5	13 0	—	—	Easifix (1160 Solport)							
c pencils 40%	8 0	2 11	—	finger stalls							
95%	13 0	—	—	leather							
ers medicine	3 8	—	—	small	11 0	—	1 4				
eye NH5	3 8	—	—	medium	11 4	—	1 5				
ps babies	4 8ea	—	—	large	12 4	—	1 6				
is NH5	96 0	—	—	ex. large	13 3	—	1 8				
th plastic squat				ex. ex. large	14 0	—	1 9				
NHS	3 4	5	—	EG (1246 TYE)							
				tablets	300	23 6	2 11				
				1000	60 0	—	7 11				
				Electricque (813 MF)							
				bubbling bath							
				fragrance	44 8	15 7	6 11				



	Trade	Tax	Retail		Trade	Tax	Retail		Trade	Tax	Retail
Illusion foundation	—	—	34 0	puff for invisible veil	—	—	4 0	Famel (690 Keldon)			
410-00	—	—	34 0	compact	—	—	16 0	pastilles	23 1	8 3	3 3
411-00	—	—	46 0	rouge cream	—	—	19 0	children's	21 3	7 7	3 3
invisible veil powder	—	—	22 0	sensitive skin cream	—	—	32 0	syrup †DDI	28 5	10 2	4 0
526-00	—	—	47 0		—	—	52 0	small	44 4	15 10	6 0
524-00	—	—	47 0		—	—	52 0	large	76 10	27 6	10 10
diamond cut compact	—	—	75 0	shampoo egg fluff	—	—	14 0	family			
582-00	—	—	75 0	313-83	—	—	17 0	Fe-cap (824 MCP)			
florentine compact	—	—	85 0	skin tonic glass	—	—	34 0	capsules	30 6	0ea	9 0
581-00	—	—	85 0	208-69	—	—	64 0	2500	312 6ea	—	468 0
napoleon compact	—	—	16 0	203-81	—	—	90 0	Fe-cap C (824 MCP)			
refill	—	—	16 0	208-82	—	—	17 0	capsules	30 8	6ea	12 0
invisible veil pressed	—	—	30 0	203-86	—	—	90 0	1000	200 0ea	—	300 0
powder gilt compact	—	—	13 0	203-80	—	—	14 0	Fe-cap folic (824 MCP)			
559-66	—	—	13 0	208-96	—	—	4 0	capsules	30 7	6ea	11 0
refill	—	—	21 0	soothing lotion	—	—	19 0	500	75 6ea	—	113 0
"Urn" compact	—	—	14 0	spatula	—	—	32 0	2500	333 4ea	—	500 0
579-00	—	—	14 0	special astringent	—	—	47 0				
refill	—	—	55 0	201-59	—	—	17 0	Felice (76 Atkinson)			
flower gilt complete	—	—	118 0	201-69	—	—	12 0	parfum de toilette			
567-00	—	—	15 0	201-76	—	—	45 0	mini mist	97 6	53 7	16 0
diamond cut complete	—	—	8 0	special eye cream	—	—	39 0	Femfresh (47 Anestan)			
568-00	—	—	28 0	361-02	—	—	75 0	Femfresh (325 C-A)			
refill	—	—	22 0	361-01	—	—	34 0	Fenjal (1113 5 & B)			
leg tint	—	—	19 0	special hormone cream	—	—	17 0	"Classic"			
lip brush	—	—	19 0	121-01	—	—	22 0	creme bath	231cc	220 1	111 1
lip outline pencil	—	—	8 0	121-02	—	—	39 0	"Fresh"	21cc	27 1	13 8
644-00	—	—	8 0	spot prui cream	—	—	19 0	creme bath	98cc	107 0	54 0
refill	—	—	19 0	119-01	—	—	17 0				
lipstick case gilt	—	—	30 0	701-99	—	—	15 0	Ferglulite (17 Agprolin)			
214-02	—	—	35 0	sunpruf cream	—	—	6 0	tablets	100 4	6ea	—
flows design	—	—	12 0	700-99	—	—	34 0	Fiesta (153 B5C) 25 case minimum order			
diamond cut	—	—	12 0	703-61	—	—	50 0	towels 1-roll	33 8	4 8	2 0
colour clear	—	—	12 0	778-99	—	—	34 0	(2 doz)	49 3	6 9	3 0
interchange refill	—	—	12 0	355-65	—	—	34 0	2-roll	(1 1/2 doz)	(1 1/2 doz)	—
633-00	—	—	12 0	transparent powder	—	—	17 0				
silverings	—	—	12 0	503-00	—	—	19 0	Firmo-Lift (60 Arden)			
liquid night cream	—	—	12 0	504-00	—	—	19 0	treatment lotion			
126-02	—	—	152 0	refill	—	—	32 0	204-57	—	—	32 0
126-04	—	—	8 0	Ultra Amoretta	—	—	32 0	204-65	—	—	55 0
126-08	—	—	9 0	402-00	—	—	32 0	210-55	—	—	28 0
make-up brush	—	—	18 0	117-01	—	—	32 0	210-59	—	—	52 0
791-00	—	—	42 0	117-02	—	—	52 0				
792-00	—	—	25 0	117-04	—	—	52 0	Flagyl (971, P5MB)			
794-00	—	—	17 0	Elle (47 Anestan)	—	—	6 11	Compak TS	20 0ea	—	30 0
make-up purse	—	—	24 0	Elle (325 C-A)	—	—	35 0	Floradix (1034 R & P)			
326-00	—	—	34 0	Elnett (525 Golden)	—	—	34 0	bio elixir	350cc	—	30 0
mascarette	—	—	15 0	Satin aerosol	75g	43 0	50 0	12oz	—	—	—
refill	—	—	19 0	Emotion (596 HR)	—	—	24 0	Floris (468 F)	—	—	13 0
men's	—	—	15 0	dusting powder	6708	—	24 0	creme de lys	—	—	25 0
after-bath talc	909-06	—	24 0	eau de parfum	6502	—	147 0				
909-03	—	—	15 0	spray	6501	—	47 0	Fluggelin (1034 R & P) existing entry			
after-shave lotion	900-00	—	35 0	hand and body lotion	6844	—	45 0	Fluggelin (1034 R & P)			
901-00	—	—	35 0	parfum	6612	—	30 0	8oz	—	—	9 0
sandalwood	900-11	—	18 0	parfum creme	6533	—	30 0	16oz	—	—	17 0
501-11	—	—	18 0	perfume spray	6610	—	19 6	4lb	—	—	68 0
atomiser	924-00	—	18 0	soap (3)	6883	—	1 11	Freed (328 CCC)			
brilliantine solid	949-00	—	18 0	talcum	6733	—	2 1	powder (vet.)	17 8ea	—	26 0
Classic Cologne	927-00	—	27 0	Energen (1114 SEF)	—	—	2 1	61 4ea	—	—	92 0
eau de Cologne	925-00	—	49 0	rye crispbread	4oz	19 0	2 8	133 4ea	—	—	200 0
926-00	—	—	23 0	savory crispbread	3oz	20 8	3 9	French Almond (1070 Windsor)			
923-00	—	—	68 0	wheat crispbread	4oz	19 0	3 9	spray Cologne	50g	92 8	49 8
eau de toilette	931-00	—	13 0	wheat flakes	8oz	26 5	3 9	Fresh & Dry (172 BMCL)			
deodorant liquid	919-00	—	13 0	Entroquin (312 AC)†DDI	tablets	20	3 9	100g	49 4	27 2	7 0
aerosol	918-00	—	28 0	tablets	20	23 0	8 5	185g	74 9	41 1	11 0
roll-on	935-00	—	13 0	Ephazone (47 Anestan)	—	—	62 0	roll-on	40 2	22 1	6 0
cream	920-00	—	15 0	Ephazone (325 C-A)	—	—	32 5	refill	35 0	19 3	5 0
hair spray	938-00	—	25 0	Erace (813 MF)	plus	—	10 5	Gala of London (876 MP)			
hair tonic	936-00	—	28 0	Estee Lauder (425 ELC)	—	—	50 0	azure cleaner	IGE9	65 10	36 2
hair cream	933-00	—	15 0	eye products	—	—	50 0	moisture	IGF2	71 5	39 3
pre-electric shave	—	—	19 0	eyebrow cake	—	—	50 0	toner	IGE1	65 10	36 2
lotion	916-00	—	35 0	ete drops	—	—	50 0	miniature	IGG1	70 0	38 6
917-00	—	—	15 0	eyelash night creme	—	—	50 0	eyelashes	—	—	—
shaving cream	905-00	—	17 0	roll-on	—	—	50 0	half measures	IGH7	109 3	60 1
shaving cream foam	903-00	—	10 0	eyelid foundation	—	—	50 0	full measures	IGH5	120 5	68 9
soap hand	921-00	—	14 0	eyelid liner cake	—	—	50 0	Face Lift	IGG8	77 0	42 4
bath	922-00	—	14 0	liquid	—	—	50 0	golden cleanser	IGF6	65 10	36 2
soap hand in dish	921-23	—	14 0	eyelid shadow pressed	—	—	50 0	toner	IGF7	65 10	36 2
weekender	323-00	—	34 0	solid creme	—	—	50 0	moisture	IGG2	71 5	39 3
gift box	940-00	—	45 0	eye make-up finishers	—	—	50 0	dry skin	IGF9	70 0	38 6
943-62	—	—	105 0	remover liquid	—	—	42 0	natural cleanser	IGF3	65 10	36 2
915-00	—	—	135 0	remover pads	—	—	50 0	moisture	IGF5	71 5	39 3
945-00	—	—	190 0	lash lengthening	—	—	50 0	toner	IGF4	65 10	36 2
milky liquid cleanser	202-72	—	22 0	mascara cake	—	—	50 0	miniatures	IGF8	70 6	38 9
202-56	—	—	17 0	under eye primer	—	—	42 0	Night Life	IGC6	88 3	48 6
202-80	—	—	28 0	stick	—	—	50 0	pure moisture	IGG7	88 3	48 6
202-81	—	—	50 0	Eucalyptine (115 Bengue)	—	—	50 0	party palette	IGJ1	141 0	77 6
moisture cream	103-01	—	16 0	Lver Ready (964 Personna)	—	—	50 0	wash off	IGG9	86 11	47 10
209-55	—	—	12 0	razor blades	—	—	46 0	beauty soap	IG64	—	—
209-59	—	—	26 0	stainless single edge	4	46 0	16 11	cleansing milk	IG47	—	—
345-00	—	—	11 0	(24pkts)	—	—	3 7	hand lotion	IG61	—	—
345-01	—	—	13 6	Eve Reve (Rigaud (47 Anestan))	—	—	1 0ea	lemon cleanser, pink	IG47	—	—
silverings	346-00	—	13 6	Eve Reve (Rigaud (325 C-A))	—	—	1 0ea	cleanse, ton c	IG53	—	—
remover	343-62	—	8 0	Exmarid (441 Exrid)	—	—	5 0	maxima cleanser	IG60	—	—
orange skin food	113-01	—	17 0	lotion	200ml	2 8ea	1 0ea	gelée	IG59	—	—
113-02	—	—	28 0	Exuberance (813 MF)	—	—	—	hand care	IG11	—	—
113-04	—	—	45 0	bubbling bath	—	—	—	matte velvet	IG11	—	—
113-08	—	—	75 0	fragrance	44 8	15 7	6 11	velvet bloom brush	IG02	—	—
113-16	—	—	125 0	dusting powder	94 8	49 6	16 0	toning lotion	IG43	—	—
perfect finish	421-00	—	34 0	Fairy (1010 P & G)	—	—	1 2	Gelufen (17 Agprolin)			
pore cream	115-01	—	17 0	soap	54 2	19 4	1 2	mixture	500ml	11 0ea	—
115-28	—	—	12 0	complexion	56 11	20 4	1 10	2l	36 0ea	—	—
				bath	36 2	12 11	2 4	Genticin (187 BS) Ts			
				family	(2doz)	(2doz)		cream	100g	46 0ea	69 0
								injection paediatric	6	58 0ea	87 0
								2ml	100g	46 0ea	69 0
								ointment	100g	46 0ea	69 0



	Trade	Tax	Retail
lie (1463 VBL)			
brewing kits			
2gal	6	2ea	8 6
5gal	9	9ea	13 6
2gal	6	10ea	9 6
ut			
one (1091 Rybar)			D
in (1091 Rybar)			
115ml	42	0	15 5
250ml	84	0	30 10
ne (930 P & B) ts4B			
oules 50mg/1ml	6	72	0
mg/2ml	6	96	0
(509 Gibbs)			
ide toothpaste			
standard	19	9	7 3
large	27	8	10 2
economy	39	1	14 4
te (514 Gillette)			
r three piece	32	4	11 7
tsman set			D
Thymoline (261 Christy)			D
la (17 Agprolin)			
500ml	11	0ea	
11	20	0ea	
21	36	0ea	
infans	500ml	9	0ea
11	16	0ea	
21	30	0ea	
n Babe (761 Lilia-White)			
ncer baby pants	15	8	1 11
ossible napkins	10	23	8
20	45	1	4 9
48	106	5	11 1
gi-pants	32	3	3 9
302 Chemico			
m cleaner	15oz	29	3
1gal	20	0ea	
ndex (922 Ortho)			
nancy slide test	75	0ea	112 6
20-pack	345	0ea	
100-pack			
Velvet (596 HR)			
essence	5303		21 0
ing powder	5208		27 0
k	5233		15 0
ay	5212		13 6
l lotion	5344		14 6
ume spray	5102		37 0
perfume	5023		21 0
ay	5002		19 6
5022			36 0
complexion (3)	5333		15 0
h (3)	5336		22 6
ny (1349 LW) teederette			D
(1328 White Hudson)			
19 4	6	11	8
(4doz)	(4doz)		
22 1	7	11	2 0
(1 1/2 doz)	(1 1/2 doz)		
5lb	23	4ea	6 2ea
a (1136 Silber)			
camera 35mm			459 6
y Andies (153 BSC) 25 case minimum order			
es	47	3	6 6
(1 gross) (1 gross)			7
nex (565 Hanimex)			
ector slide			
imette 100			199 6
et Hubbard Ayer (575 HHA)			D
y's (139 Bleasdale)			
inary products			
nite powders ts1	52	0	19 1
7dr.	44	0	16 1
brocation ts1	2 1/2oz	74	0
2 1/2oz	74	0	27 1
10oz	224	0	82 1
ir restoring			
intment	41	0	15 0
d lotion	1pt	46	0
1qt	60	0	22 0
orm condition			
wders without	52	0	19 1
alls ts1			
or foals and yearlings			
sl	52	0	19 1
ine Snow (208 BVV)			D
en Sent (596 HR)			
cubes (6)	4321		12 0
essence	4303		21 0
ing powder	4233		15 0
4208			27 0
4212			13 6
lotion	4344		14 6
ume	4122		82 6
ume creme	4032		24 0
perfume	4023		21 0
ay	4002		19 6
4022			36 0
complexion (3)	4333		15 0
h (3)	4336		22 6
eller's joy	4460		30 0
(593 Heinz) (all 5 to 9 case rate)			
ler foods			
aroni & beef in tomato			
ce, vegetable &			
b stew, thick			
ken broth with			
etable & rice,			
etables with beef			
can 7 1/2oz	24	2	1 3
(2 doz)			

	Trade	Tax	Retail
Helena Rubinstein (596 HR)			
anti-wrinkle lotion			
0304			22 6
0308			39 0
automatic sable			
lip brush	1620		12 6
barrier lipstick	1611		14 0
beauty case	8914		350 0
8940			125 0
8945			220 0
8946			208 0
8947			178 0
Beautilift	0605		50 0
beauty tissues	1900		3 6
beauty sun fluid	2854		16 0
cream	2813		12 6
bleaching cream	0621		14 0
Conceal	1475		16 6
Contour-Lift film	0662		37 0
deep cleanser	0122		12 6
0124			16 0
0129			27 0
deodorant anti-			
perspirant roll dry	2402		12 6
eau de Cologne	8002		18 0
spray	8022		33 0
8023			19 0
eau verte	0632		42 0
eyebrow pencils	1750		4 6
everpoint	1751		18 6
refill	1752		7 9
eye lashes real hair			
1770			37 6
extra thick	1772		47 6
eye liner liquid	1761		13 6
red sable brush	1762		8 0
eyeliner pencil	1763		15 0
refill	1764		7 9
eye shadow stick			
propelling	1760		15 0
fashion brow	1755		17 6
fashion matte shade	1765		16 6
Grecian anti-wrinkle			
cream	0211		16 0
Headliner	8531		16 0
herbal skin tonic	0315		14 0
0318			22 6
Herbessence			
beauty bath	1134		35 0
1138			60 0
body smooth	1146		32 6
illumination compact			
make-up	1020		48 0
refill	1025		17 0
eyebrow brush-on			
1055			36 0
eyeliner cake	1080		33 0
eyeliner fluid	1082		33 0
eye shadow cake	1072		36 0
eye shadow stick			
1070			21 0
face powder	1002		50 0
foundation	1011		50 0
lipstick	1060		21 0
mascara brush wand			32 0
refill	1087		20 0
lip rage	1604		12 0
lipstick golden	1601		12 0
Liquidine	0651		16 0
mascara			
remover pads	1742		12 6
mascara new silk			
long-lash	1713		19 6
refill	1714		12 6
medicated cream	0601		16 0
Natural blush	1830		42 0
individual compact			
1831			16 6
telescopic brush			
1835			25 6
overnight cream	0201		16 6
0202			28 0
pasteurized cream			
0104			25 0
0108			40 0
refining lotion	0322		14 0
0324			24 0
0328			40 0
rouge cream	1811		14 0
liquid	1801		14 0
Scimitar long-lash			
1703			25 0
refill	1704		16 6
shampoo			
blonde tone	8542		10 0
brunette tone	8552		10 0
silk sheen	8512		9 0
8514			14 6
8522			10 0
silk film	1340		16 0
silk highlights	1330		21 0
silk leg & body make-up			30 0
skin clearing cream			
0611			16 0
toning lotion special			
0344			24 0
0348			40 0
snow lotion	1434		16 0
special pore mask			
0502			17 6

	Trade	Tax	Retail
"stay-long" hair spray			
8537/9			14 6
sun tan oil	2805		12 6
sun tonic	2842		16 0
tan in a minute	2834		16 0
Town and Country			
foundation	1451/61		16 0
1452			24 0
Ultra Feminine beauty oil			57 0
cream	0452		57 0
vitamin nail food			
2290			15 0
washing grains	0672		12 6
Water Lily			
cleansing cream	0114		25 0
youthifying eye cream			
0604			16 0
Heparin (930 P & B)			D
Hermesetas (47 Anestan)			D
Hermesetas (325 C-A)			
Hi-Fi (813 MF)			
cream mascara	35	4	18 6
fluid make-up	38	0	19 10
	50	0	26 2
Hi-Lift (1246 TYE)			
honey & yeast tablets			
60	19	6	2 6
150	42	0	5 0
300	60	0	7 0
1000	10	0ea	15 0
molasses & yeast tablet			
60	19	6	2 6
150	42	0	5 0
300	60	0	7 0
1000	10	0ea	15 0
Hygroton (501 Geigy)			
tablets 100 mg	15		D
Hypnotique (813 MF)			
bubbling bath			
fragrance	44	8	15 7
dusting powder	94	8	49 6
parium Cologne	80	0	41 10
parfum creme	116	0	60 7
perfume	59	4	31 0
presentation size	127	4	66 6
Icol (671 Jeyes)			
disinfectant	16	11	1 10
medium	23	4	2 7
giant	34	11	3 10
economy	13	10ea	17 4
extra	5gal	61	8ea
Ilford (645 Ilford)			
films black and white			
FP4	125	36	0
Selochrome	126		20 0
ID-11 developer	600cc	2	8ea
Ilfix	11	4	0ea
PQ universal			
developer	20oz	7	0ea
ID-11 developer	20oz		10 6
Ilionium (1575 Ilion)			D
100g	8	0ea	2 11ea
450g	32	0ea	11 9ea
Immac (655 ICC)			
hair remover aerosol	153	11	84 8
Inco (1073 Robinson)			
pads	10	5	8ea
Intradex (518 Glaxo)			D
Intralipid (930 P & B)			D
20% 100ml			D
Introflodex (518 Glaxo)			D
Iodex (1153 SKF)			
with methyl sal.	25g	24	0
1oz			8 9
Jackel (1412 Jackel)			
combs aluminium			
200	27	4	10 0
pocket	210GF	32	0
medium	225	32	0
dressing	252	33	9
tail	108	25	9
combs shell	110	25	9
	152	32	3
	163	32	3
Jacksons (1307 Waterhouse)			
drawing ointment	12	0	4 5
	19	6	7 1
febrifuge	19	6	7 1
	41	0	15 1
	63	0	23 1
Jacquelle (1412 Jackel)			
sunglasses			
664	22	0	2 9
124; 819	40	0	5 0
881; 880	56	0	6 11
965; 1879	72	0	8 11
889	76	0	9 6
311	84	0	10 6
564; 565	100	0	12 6
1175; 1205; 885; 886	124	0	15 6
436; 2511	156	0	19 6
2505	160	0	21 0
Jean Sorelle (669 Sorelle) existing entry			D
Jean Sorelle (669 Sorelle)			I
apothecary jar	107	57	4
bubble bath			21 0
astronauts	91	48	2
			17 8
			7 6



	Trade	Tax	Retail
baby in bath	90	32 1	11 9
Egyptian vase	92	63 9	23 4
new decanter	97	83 0	30 5
poodle	89	80 4	29 5
spiral bottle	71	31 7	11 7
bubble bath refill	707	17 8	6 4
bubble car	929	31 7	11 7
bunny pack	930	57 4	20 6
captive tiger	923	50 10	18 2
cat & dog money box	79	40 6	22 3
champagne bubble bath	19A	41 9	15 4
junior	38	22 6	8 3
miniature	40	11 9	4 4
trio pack	105	37 0	13 7
cotton wool puffs	705	33 9	9 11
glass decanter with bath salts	220	52 2	28 8
glass decanter bubble bath	804	61 0	22 4
Judith bath cream	77	34 0	18 8
jug vase	922	67 6	24 9
lantern perfume	815	40 6	21 9
Little Miss Bathtime	809	55 0	24 7
little squaw	928	57 4	20 11
luxury bath salts	78	75 8	41 7
new aquaflo	956	50 10	18 8
new decanter	921	57 4	20 11
p.v.c.	73	63 9	23 4
posie holder	806	40 6	21 9
ribbed bath salts	75	43 11	24 2
sesqui refill lib	706	13 2	7 1
sitting doll	933	54 8	20 0
thumb bottle creamy	74	44 5	16 3
Timothy Turtle	820	57 4	20 11
vinyl duck & soap	80	63 9	23 4
vinyl walrus & soap	81	63 9	23 4
novelty range			
almonds	203	12 6	4 7
animal soap	212	61 0	22 4
apothecary jar	208	70 2	25 9
autumn leaves	214	57 4	21 0
camberwick green	808	20 10	7 8
cricket ball	206	25 2	9 3
deep sea fish	213	28 11	10 7
guest soap	211	31 7	11 7
hearts & roses tray	210	38 0	13 11
Hector's House	300	20 10	7 8
Mickey Mouse	200	9 8	3 6
pannets 312; 313; 314	314	48 2	17 8
rattan baskets	204	60 4	29 5
soap-on-a-rope	306	38 0	13 11
three animals	303	28 11	10 7
three ducks	301	44 5	16 3
three lambs	302	44 5	16 3
travel soap	308	16 1	5 11
Trumpet	801	20 10	7 8
Jertox (1232 T & R) existing entry			
Jertox (1232 T & R) deodorant tablets	16 5 (3 doz)	—	8
holders	4 5	—	6
fly killer aerosol	35 3	—	1 11
fly spray	15 3	—	3 9
household	8oz 15 3	—	—
lavatory blocks and holder	10 0	—	1 3
moth proofer aerosol	30 0	—	3 6
moth crystals	100g 8 5	—	—
200g	14 10	—	—
500g	30 0	—	—
Jeyes (671 Jeyes) air freshener blocks (Whiz)	24 7 (3 doz)	—	11
fluid	7oz 16 2	—	1 9
20oz	27 9	—	3 0
40oz	50 10	—	5 6
1gal	13 5ea	—	17 1
5gal	57 11ea	—	69 11
Freshbin powder 680g	17 6	—	1 10
toilet flats			
soft single	38 1 (3 doz)	—	1 6
double	34 10 (1 1/2 doz)	—	2 7
baby soft single	27 5 (3 doz)	—	1 0
double	26 1 (1 1/2 doz)	—	1 11
manilla single	40 8 (3 doz)	—	1 6
double	37 3 (1 1/2 doz)	—	2 8
toilet rolls			
babysoft twin	37 2 (1 1/2 doz)	—	2 8
manilla	39 9 (3 doz)	—	1 5
Jeypine (671 Jeyes) disinfectant medium	16 11	—	1 10
giant	23 2	—	2 7
economy	34 8	—	3 10
1gal	13 10ea	—	17 4
5gal	61 8ea	—	79 4

	Trade	Tax	Retail
Johnsons (672 Johnson) bandages w.o.w. B.P.C.			
1in x 4yd	4 3	—	7
2in x 4yd	6 11	—	10
3in x 4yd	9 8	—	1 2
4in x 4yd	12 5	—	1 7
bandages crepe B.P.C.			
2in	25 0	—	3 0
2 1/2in	30 3	—	3 5
3in	36 2	—	4 2
3 1/2in	41 4	—	4 7
4in	47 2	—	5 2
6in	70 6	—	7 9
cellulose wadding B.P.C.	16oz 36 0	—	4 0
cotton wool B.P.C.			
1oz	9 5	—	1 2
4oz	26 4	—	3 0
16oz	87 6	—	9 9
cotton wool hospital			
1oz	8 2	—	1 0
4oz	21 3	—	2 5
16oz	67 6	—	7 7
dressing pack sterilised gauze B.P.C.	18 7	—	2 3
1yd	14 2	—	1 9
3yd	31 2	—	4 0
6yd	56 11	—	6 5
12yd	110 6	—	12 2
gauze and cotton tissue B.P.C.	16oz 104 0	—	11 9
Drug Tariff	16oz 88 0	—	9 9
incontinence pads	12 78 0	—	9 6
lint B.P.C.			
1oz	14 1	—	1 9
4oz	45 0	—	5 0
16oz	162 6	—	18 0
lint boric			
1oz	14 10	—	1 10
4oz	48 0	—	5 5
multiple pack dressing			
No. 1	42 4	—	4 9
No. 2	85 8	—	9 5
N-A dressings	5 10	—	9
sterilised lint dressings			
small	6 3	—	1 0
medium	9 2	—	1 2
large	14 7	—	2 0
triangular bandage	21 3	—	2 7
Johnsons (673 J o i H) cotton wool No.1	7 4ea	—	11 0
No.2	5 4ea	—	8 0
Jonquille (813 MF) bubbling bath fragrance	44 8	15 7	6 11
Jordan (1339Wilkinson) toothbrushes adult	28 3	—	3 6
child	20 2	—	2 6
June Geranium (60 Arden) hand lotion	348-64	—	13 0
soap hand (3)	749-81	—	22 0
bath (3)	748881	—	36 0
hand lotion	348-56	—	—
Karodor (328 CCC) 5x50g	16 0ea	5 4ea	29 4
Keflex (413 Lilly) suspension 125mg/5ml 100ml	37 6ea	—	56 3
Kemicetine (227 Erba) syrup			
KiKU (446 FI) Cologne spray	10 9ea	5 11ea	22 6
Knights (756 Lever) castile soap toilet	48 4 (6 doz)	17 9 (6 doz)	1 1
bath	52 5 (4 doz)	19...3 (4 doz)	1 9
Kodak (711 Kodak) Instamatic camera			
"25"	28 2ea	15 6ea	58 10
"33"	40 0ea	22 0ea	83 6
"33"	45 6ea	25 0ea	93 3
"133"	77 8ea	38 6ea	154 3
"233"	117 8ea	60 6ea	237 10
projectors			
Carousel 5	800 0ea	440 0ea	1670 9
Carousel 5-AV	1070 0ea	588 6ea	2234 8
Instamatic movie cameras			
M22	235 0ea	129 3ea	490 9
M24	350 0ea	192 6ea	731 0
M26	457 6ea	251 7ea	955 6
M30	705 0ea	387 9ea	1472 4
cases			
65 5ea	36 0ea	136 8	
K.Y. (672 Johnson) jelly	41g 17 1	—	2 2
Lactocalamine (324 Crookes)			
Lactocalamine (325 C-A)			
Lembena (103 Beecham)			
Lentheric (753 Lentheric) cleansing mousse	—	—	11 6
enriched skin cream	—	—	12 6
eye shadow pressed	—	—	21 0
powder	—	—	15 9
refill	—	—	7 6
applicator	—	—	4 9
face powder	—	—	11 6
Finishing Touch puffs	—	—	1 9
foundation lotion	—	—	12 9
cream	—	—	12 9
mascara fixamatique	—	—	21 0
refill	—	—	15 0

	Trade	Tax	Retail
matt magic	—	—	10
Miss Lentheric bath foam	—	—	16
eau de toilette			
miniature	—	—	9
1oz	—	—	15
2oz	—	—	19
spray	—	—	21
eau de parfum spray	—	—	23
hand lotion	—	—	11
parfum creme	—	—	19
perfume module	—	—	23
1/2oz	—	—	44
1/2oz	—	—	64
soap twin pack	—	—	8
talcum	—	—	9
Onyx after shave lotion	—	—	12
balm	—	—	19
brilliantine	—	—	19
Cologne	—	—	14
hair dressing	—	—	21
hair cream	—	—	12
hair lotion without oil	—	—	19
pre-shave lotion	—	—	12
soap toilet (1) bath (2)	—	—	4
skin moist dry cream	—	—	11
special skin mousse	—	—	12
Tiara perfume purse flacon	—	—	35
Tweed perfume replica	—	—	28
purse flacon	—	—	33
1/2oz	—	—	49
1/2oz	—	—	78
atomiser	—	—	60
bouquet spray	—	—	22
eau de parfum spray	—	—	25
bath foam	—	—	17
cream skin perfume	—	—	24
soap guest (5) toilet (2)	—	—	12
bath	—	—	9
traveller	—	—	7
cream rouge	—	—	25
eye shadow cream and stick	—	—	—
frosted dusting	—	—	—
golden dusting	—	—	—
lively lashes	—	—	—
make-up case de luxe	—	—	—
nail colour	—	—	—
remover	—	—	—
base coat	—	—	—
top coat	—	—	—
Onyx Cologne spray	—	—	—
deodorant stick	—	—	—
Royal Rose range	—	—	—
special hand cream	—	—	—
Tiara perfume 1/2 oz	—	—	—
Tweed bouquet mist	—	—	—
parfum solide	—	—	—
Lifebuoy (756 Lever) soap toilet	56 5 (6 doz)	20 8 (6 doz)	1
bath	57 11 (4 doz)	21 3 (4 doz)	1
family	36 5 (2 doz)	13 4 (2 doz)	2
Lilia (761 Lilia-White) sanitary belts	17 11	2 7	2
sanitary towels	6 14 0	—	1
12	25 7	—	2
Lil-lets (761 Lilia-White) regular	10 22 7	—	2
super	20 39 9	—	4
super plus	10 24 9	—	2
20 44 8	—	—	4
20 27 2	—	—	2
20 49 4	—	—	5
Li-lo (308 Cow) hot water bottles			
Airflow junior	65 0	—	8
double heat	78 0	—	9
standard	81 0	—	10
major	90 0	—	11
sheerline	84 0	—	10
Linomel (1034 R & P) existing entry			
Linomel (1034 R & P) 8oz	—	—	9
16oz	—	—	17
4lb	—	—	68
Lloyd's (629 HL) adrenaline cream† tube	30g 35 0	—	3
50g	53 0	—	5
100g	75 0	—	8
Lorexane (649 ICI) dusting powder 0.6% (vet.)	100g 24 0	—	3
75g	—	—	—



	Trade	Tax	Retail
de (103 Beecham)			
small	15 6	3 6	1 3 *
	(2 doz)	(2 doz)	
* Includes 3d for container	25 9	5 8	3 4 *
large			
* Includes 4d for container			
6 Lever)			
soap			
small	56 5	20 8	1 3
	(6 doz)	(6 doz)	
large	57 11	21 3	1 11
	(4 doz)	(4 doz)	
(211 Butler)			
500ml	144 0	—	18 0
ald (786 Macdonald)			
onna plasters			
e cloth	5 x 7 1/2	11 6	4 3
	7 x 11	23 0	8 5
elt	5 x 7 1/2	22 6	8 3
	7 x 11	45 0	16 6
flannalette			
5 x 7 1/2	17 0	6 3	—
7 x 11	34 0	12 6	—
dressing No. 10	59 0	—	—
	(1 gross)	—	—
No. 11	104 0	—	—
	(1 gross)	—	—
No. 12	166 0	—	—
	(1 gross)	—	—
n wool sterilised			
1/2 oz	7 6	—	—
ads	116 0	—	—
	(1 gross)	—	—
1412 Jackel) existing entry			
(1412 Jackel)			
oths			
	14 9	2 0	—
	18 4	2 6	—
	19 0	2 7	—
	20 0	2 9	—
219; 234	21 4	2 11	—
216; 237	23 9	3 3	—
	25 8	3 6	—
232; 233; 235	27 6	3 9 1/2	—
243	28 9	3 11 1/2	—
230	33 0	4 6 1/2	—
211; 239; 240	36 0	4 11 1/2	—
226	40 4	5 6 1/2	—
	47 8	6 7	—
	48 0	6 7	—
	62 3	8 7	—
06 Gerhardt)			
ibutors 1377 R & A)			
icide strip	10	5 11ea	7 11
	40	11 9ea	15 11
ffe (1469 PC)			
ne gilt pack			
C8111	112 9	60 6	19 6
berg (1287 Vitalam)			
ater bottles			
lewick covered	10	5ea	13 11
ed satin	14	2ea	18 11
ur	13	1ea	17 6
uant (876 MP)			
ce	58 6	32 2	10 6
pothor	80 9	44 5	14 6
ick	55 3	30 5	9 11
eed tan	89 8	49 4	16 0
odorm (809 M & W) ts4B			
is	1000	150 0ea	225 0
actor (813 MF)			
gent lotion	56 8	29 7	9 7
in in beauty	85 4	44 7	14 5
y trio	35 4	18 6	6 0
mascara	24 0	12 6	4 1
rouge	38 8	20 2	6 6
ornia bronze glosses	44 8	23 4	7 6
sticks	44 8	23 4	7 6
sing cream	50 0	26 2	8 5
etic soap tube	48 8	16 11	7 6
n rouge	38 8	20 2	6 6
e remover	32 8	17 1	5 6
skin cream	50 0	26 2	8 5
ner cake	35 4	18 6	6 0
ner shiny	56 0	29 3	9 5
ake-up remover			
	44 8	23 4	7 6
encil self			
pening refill	28 0	14 8	4 7
adow aqua			
rs	35 4	18 6	6 0
ced	36 8	19 2	6 2
ow Creme	35 4	18 6	6 0
ow Play	35 4	18 6	6 0
ish	36 0	12 6	5 7
owder	44 8	23 4	7 6
slucent	46 8	24 5	7 10
deodorant spray	52 8	27 6	8 11
n lower lashes	74 0	38 8	12 6
puff	6 0	3 2	1 0
ble foundation	50 0	26 2	8 5
tube	32 8	17 1	5 6
osting	44 8	23 4	7 6
oss	38 8	20 2	6 6
ck	44 8	23 4	7 6
ure oil	32 8	17 1	5 6
ra wand refill	32 8	17 1	5 6
h tip	50 0	26 2	8 5
ase coat	32 8	17 1	5 6
olish	26 0	13 7	4 5
escent	31 4	16 4	5 3

	Trade	Tax	Retail
new formula	38 0	19 10	6 5
remover	38 8	20 2	6 6
top coat	32 8	17 1	5 6
pastel touch	64 0	33 5	10 9
roll-on deodorant	44 8	23 4	7 6
skin freshener	56 8	29 7	9 7
for men			
after shave lotion	62 8	32 9	10 7
body talc	46 0	24 0	7 9
clear gel tube	28 0	14 8	4 9
deodorant Cologne	74 0	38 8	12 6
deodorant spray	56 0	29 3	9 5
Lazy shave	58 0	20 2	8 11
pre-electric shave	62 8	32 9	10 7
tonic hair dressing	62 8	32 9	10 7
Maybelline (1377 R & A)			
mascara magic	39 0	21 5	6 6
refill	27 0	14 10	4 6
Ultralash	39 0	21 5	6 6
refill	27 0	14 10	4 6
Megimide (894 Nicholas)			
ampoules 10ml	25		
Mellow Blossoms (280 CP) 5 pack minimum order			
toilet soap (4)	49 0	17 9	2 3
(1 gross) (1 gross)			
Memoire Cherie (60 Arden)			
bath cubes (6)	733-84	—	18 0
bath oil 5 phials			
	766-84	—	40 0
bath salts	763-84	—	48 0
travel	764-84	—	29 0
deodorant roll-on			
	732-00	—	14 0
dusting powder			
	744-84	—	19 0
	754-84	—	39 0
	759-84	—	66 0
puff-puff			
	755-84	—	16 0
	379-84	—	26 0
	809-29	—	25 0
flower mist			
	809-30	—	44 0
	809-46	—	34 0
gift box			
	991-01	—	165 0
	973-00	—	135 0
	974-00	—	190 0
hair spray			
handbag	319-84	—	24 0
hand lotion			
	316-84	—	14 0
	357-64	—	17 0
	357-71	—	25 0
	357-56	—	17 0
	357-88	—	25 0
moisture bath			
perfumair	761-84	—	58 0
perfume			
	809-05	—	42 0
	809-41	—	95 0
	809-42	—	140 0
	809-43	—	210 0
	809-44	—	360 0
golden atomiser			
	809-47	—	103 0
perfume mist			
	809-34	—	57 0
	809-33	—	82 0
perfumiser			
soap bath	809-50	—	49 0
hand (3)	749-84	—	25 6
travel	752-84	—	13 6
week-ender	332-84	—	34 0
Menopax (894 Nicholas) ts4B			
cream	20g	45 0	16 6
tablets	250	—	7 1
Menophthone (930 P & B)			
Micropore (1500 MM & M)			
surgical tape			
1/2 in x 5yd	51 0	—	3 2
(2 doz)			
1 in x 5yd	42 0	—	5 3
(1 doz)			
2 in x 5yd	37 9	—	9 6
(1/2 doz)			
Milk of Magnesia (976 PL)			
4oz	22 6	7 5	3 0
12oz	51 11	17 0	6 11
peppermint flavoured			
4oz	22 6	7 5	3 0
8oz	41 3	13 6	5 6
tablets			
handy	20 0	6 8	2 8
medium	41 3	13 8	5 6
large	63 8	21 1	8 6
Mimette (1413 P & S)			
(distributors 1545 Vestric)			
(distributors 649 ICI)			
Mimospray (1413 P & S)			
(distributors 1545 Vestric)			
(distributors 649 ICI)			
MiniBisks (1530 Fisons)			
Miocarpine (930 P & B)			
Miocarpine (1476 5MP)			
ophthalmic solution			
0.5%	10cc	4 3ea	—
15ml	—	—	—
Miochol (930 P & B)			
Miochol (1476 5MP)			
Mister Smiths (1157 5)			
shave foam	11oz		
Mist, podophyllin co. (211 Butler)			
Mist, tomorind co. rub. (211 Butler)			
Mist, voler. brom. co. (211 Butler)			
Molamel (1034 R & P)			
1lb	—	—	11 6 1

	Trade	Tax	Retail
Moorland (751 LL)			
indigestion tablets	40	18 3	6 8
	80	31 2	11 5
Morny (862 Morny)			
after bath Cologne			
	22352	—	14 9
	22362	—	24 9
F/F or Sandalwood			
	22352	—	15 9
	22362	—	26 6
bath foam	22561	—	12 6
Beauty Bath			
foam	22531	—	12 6
	22541	—	21 0
dusting powder with			
puff	27310	—	17 6
F/F or Sandalwood			
with puff			
	22301	—	18 6
eau de toilette	22301	—	10 6
overnighter	22980	—	16 6
perfume roll-on F/F			
	22101	—	17 6
perfumes Gardenia,			
Lily of the Valley			
	22191	—	11 6
F/F or Sandalwood			
aerosol	22201	—	12 6
soap F/F, Pink Lilac,			
Gardenia, Lavender			
Flowers, Lily of the			
Valley, Sandalwood.			
toilet (3)			
bath (2)			
(3)			
visitors (5)			
toilet traveller 21411			
			5 0
Mum (172 BMCL)			
for Fresh & Dry see			
under Fresh & Dry			
Mysore (47 Anestan)			
Mysore (325 C-A)			
Negram (97 Bayer) TS			
tablets	56	40 10ea	61 3
Neo-Cantil (824 MCP) TS			
elixir	100ml	21 6ea	7 10ea
tablets	50	35 4ea	12 11ea
Nerissa (1160 Solport) existing entry			
Nerissa (1160 Solport)			
puffs duet foam 2 1/2 in			
(2)	15 9	8 8	1 4
(2 doz)			
(2 doz)			
flock foam (2)	42 6	23 5	2 5
(3 doz)			
(3 doz)			
fur 2 1/2 in (3)	4 4ea	2 7ea	8 11
lambskin 3in	25 6	14 0	4 4
lambskin bath with			
bow 4in	60 0	33 0	10 3
4 1/2 in	70 6	38 9	12 0
5in	82 0	45 2	14 0
nylon 2 1/2 in	11 0	6 0	1 10
velour single sided			
carded 2 1/2 in	16 9	9 2	1 5
(2doz)			
(2doz)			
double sided carded			
2 1/2 in	11 3	6 2	1 11
3in	12 9	7 0	2 2
3 1/2 in	14 9	8 1	2 6
4in	16 9	9 2	2 10
Nibiol (346 Dales)			
tablets	60	27 0ea	40 6
	100	40 0ea	60 0
	500	180 0ea	270 0
Nilstim (1568 Trentham)			
tablets	100	10 0ea	15 0
Noa Noa (596 HR)			
bath essence	7302	—	31 0
dusting powder			
drum	7208	—	28 0
flask	7233	—	17 0
perfume	7122	—	90 0
skin perfume	7004	—	37 0
spray	7002	—	24 0
	7022	—	42 0
soap toilet (3)	7334	—	24 0
Nocold (705 Kirby)†			
tablets	12	24 0	8 10
old pack			
	—	—	—
Norlutin-A (938 PD)			
tablets	30		
Norolen (1045 R)			
Norton (900 Norton)			
gift sets			
after-shave lime	Q2	64 0	35 2
after-shave and soap			
	Q8	96 0	52 9
Be My Guest	G30	144 0	33 0
perfume sachets	RRI	19 6	10 9
soccer ball/wash cloth			
	L12	68 0	17 0
tennis ball/wash cloth			
	L11	68 0	17 0
wash cloth guest discs			
	G24	93 0	22 0
wash cloth rose soaps			
	G25	84 0	19 0
bubble bath			
cognac	Q12	61 0	22 4
dolly	Q7	42 6	15 7



		Trade	Tax	Retail
gin	Q4	58 0	21 3	9 0
Harry Hare	B1	63 0	23 1	9 9
MRN jar	H8	76 0	27 10	11 9
Pedro	P2	63 0	23 1	9 6
Picasso	P1	42 0	15 5	6 6
stem jar	H12	56 0	35 2	15 0
novelty soaps				
3 animals	B4	40 0	14 8	6 3
3 tennis balls	L7	69 0	25 3	10 9
3 tulips	T1	63 0	23 1	9 6
4 dice	L6	38 0	13 11	5 11
4 golf balls	L5	40 0	14 8	6 3
12 golf balls	L4	77 0	28 3	12 0
Age of Elegance	W1	67 0	24 7	10 6
Algy magic rabbit	X1	23 0	8 5	3 6
Apple for the Teacher				
C6		31 0	11 4	4 9
bath time dolly	Q14	53 0	19 5	8 3
bouquet of 5 carnations				
F1		45 0	16 6	6 11
capsules and doll	B9	66 0	24 2	10 3
Chitty Chitty Bang Bang				
M6		25 0	9 2	3 11
G41		80 0	29 4	12 6
double decker				
Fleur de Tabac				
HA2		76 0	27 10	11 9
gilt jar/rose soaps	H7	76 0	27 10	11 9
gin and lime	O9	96 0	35 2	15 0
guest roses (6)	G6	55 0	20 2	8 6
hamburger	G4	40 0	14 8	6 3
hand grenade bottle				
Q3		58 0	21 3	9 0
hotdog	G5	40 0	14 8	6 3
Koko magic				
poodle	X3	25 6	9 4	3 11
lemon	E8	15 0	5 6	2 4
Mickey Mouse series				
M1		48 0	17 7	7 6
Mini magic cat	X2	25 6	9 4	3 11
Music Masters	S3	51 0	18 8	7 11
owl & pussy cat	B2	54 0	19 9	8 6
punnets				
3 lemons	D3	45 0	16 6	6 11
3 oranges	D2	45 0	16 6	6 11
min lemons	D13	55 0	20 2	8 6
mixed fruit	D17	55 0	20 2	8 6
orange/lemon	D9	45 0	16 6	6 11
strawberries	D12	55 0	20 2	8 6
rectangular basket				
mixed fruit	R2	102 0	37 5	15 6
roses and doll	B8	51 6	18 10	7 11
Rugby ball on rope				
L9		42 0	15 5	6 6
sea shells	G1	45 0	16 6	6 11
large shells	G2	45 0	16 6	6 11
mermaid	G3	45 0	16 6	6 11
capsules	G9	61 0	22 4	9 6
shells and dolls	B7	51 6	18 10	7 11
soap mitts	C7/8	48 0	17 7	7 6
soap on rope lemon				
HA3		67 0	24 7	10 6
stick basket				
H14		114 0	41 9	17 6
lemon	D9B	55 0	20 2	8 6
stopper jar mixed				
fruit	H35	88 0	32 2	13 6
strawberry	D5B	55 0	20 2	8 6
tangerine	D7B	55 0	20 2	8 6
schoolgirl talc/puff				
C21		48 0	26 5	7 9
transfers				
Alice in Wonderland				
M16		40 0	17 7	7 6
Ford car	M3	108 0	39 7	16 9
Flying machines	M7	48 0	17 7	7 6
Toulouse Lautrec				
M30		55 0	20 2	8 6
Veteran Cars	M4	48 0	17 7	7 6
Winnie the Pooh	M5	48 0	17 7	7 6
Troika	G26	121 0	44 4	19 6
wood crate				
lemons	E4	121 0	44 4	18 9
mixed fruit	E3	121 0	44 4	18 9
oranges	E5	121 0	44 4	18 9
Noshine (60 Arden)				
207-51		—	—	12 0
No-Slip (608 Hinders)				
hose saver	pr.	16 9	2 3	—
Notensil (1530 Fisons)				
Noveril (1303 Wander)†s4B				
tablets	100	30 0ea	—	45 0
No-Vice (328 CCC)				
aerosol (vet.)		14 5ea	—	22 0
Nudame (328 CCC)				
(vet.)	12 x 1oz	38 4ea	—	57 6
Nudit (596 HR)				
hair remover				
facial	2061	—	—	15 6
legs	2602	—	—	15 0
Nu-Ray (479 WF)				
hot water bottles		58 6	—	—
Nu-Star (479WF)				
hot water bottles		55 0	—	—
Nu-Sun (479 WF)				
hot water bottles		55 0	—	—
Nutritive tonic (211 Butler)				
Oblivon (187 B5)				
elixir	500ml	—	—	—

		Trade	Tax	Retail
Odo-Ro-No (256 CPL)				
deodorant stick	15g	23 2	12 9	3 9
unperfumed	15g	23 10	8 9	3 6
roll-on	40g	36 5	20 0	5 11
squeeze pack	30g	27 9	15 3	4 6
Dri Mist aerosol	120g	48 8	26 9	7 11
old packs		—	—	—
Oestrosalve (930 P & B)				
Okasa (47 Anestan)				
Okasa (325 C-A)				
Oranabol (971 P5MB)				
Oranabol 10 (973 Pharmitalia)†s4B				
tablets	25	16 0ea	—	—
100	60 0ea	—	—	—
Oxyhaler (183 BOC)				
oxygen bulbs (5)		18 9ea	—	25 0
Palfium (824 MCP)sIDD				
suppositories	10	15 8ea	—	23 6
Pabestrol (930 P & B)				
ampoules 1mg				
tablets 0.05, 0.1 and 0.5mg				
E/C 0.5mg				
Paddi (1673 Robinson)				
cotton wool balls				
white	50	10 8	—	1 4
Palmolive (280 CP) 5 pack minimum order				
rapid shave regular,				
lime or mint	17 11	6 6	5 3	
(1 doz)	(1 doz)			
soap green	toilet	56 11	20 8	1 3
(6doz)	(6doz)			
bath	58 8	21 3	1 11	
(4doz)	(4doz)			
family	37 0	13 5	2 5	
(2doz)	(2doz)			
gold	toilet	28 6	10 4	1 3
(3doz)	(3doz)			
bath	29 4	10 8	1 11	
(2doz)	(2doz)			
Panagesic (898 Northern)				
Pan-Cake (813 MF)				
make-up	41 4	21 7	7 0	
Pan-Stik (813 MF)				
44 8	23 4	7 6		
Paranamps (930 P & B)				
ampoules	12			
Parmacetyl (417 EPL)				
tablets	100	108 0	38 6	15 0
Parozone (671 Jeyes)				
20oz	11 11	—	1 3	
32oz	14 11	—	1 7	
1gal	5 4ea	—	7 0	
Pat-a-Creme (60 Arden)				
408-00	—	—	18 0	
Pedigree Chum (567 Pettoods)				
handy	71 6	13 10	1 5	
(6doz)	(6doz)			
large	89 7	17 4	2 8	
(4doz)	(4doz)			
Pegina (1417 Coraline)				
indigestion mixture	48 0	17 8	6 11	
Pekk (328 CCC)				
(vet.)	1cwt	205 4ea	—	308 0
Feksol (328 CCC)				
soluble vitamins				
(vet.)	2oz	96 0	—	12 0
20oz	58 8ea	—	88 0	
Penetrol (751 LL)				
inhalant	25 9	9 5	4 0	
inhaler	19 4	7 1	3 0	
Fermaware (1412 Jackel) existing entry				
Fermaware (1412 Jackel)				
Nursery Rhyme cup,				
teaker	59 0	8 1	8 0	
deep plate, flat plate,				
cereal bowl	62 6	8 7	8 6	
egg cup	29 6	4 1	4 0	
Chicken cup, porringer,				
beaker	59 0	8 1	8 0	
non-spill bowl, deep				
plate	62 6	8 7	8 6	
egg cup	29 6	4 1	4 0	
Personna (564 Personna)				
blades platinum	5	42 10	15 9	4 4
(20 pkts)	(20 pkts)			
Petal (153 B5C) 25 case minimum order				
tissue 2-roll	23 1	—	1 9	
(1 doz)	(1 doz)			
4-roll	30 9	—	3 4	
Fhensic (104 BP)				
tablets strip	36	20 3	7 6	1 0
48	—	—	—	—
Philips (577 PE)				
Philishave shavers				
de luxe	HP1112	124 2ea	45 6ea	210 0
special	HP1109	105 6ea	38 8ea	178 5
compact	HP1204	74 6ea	26 8ea	126 0
Phosterine (1082 RKO)				
Phosferine (109 Schweppes)				
Fickles (982 Fickles)				
Coolman	20 6	11 3	3 6	
Hotspur	16 0	5 10	2 6	
Snufflebabe	11 0	4 1	1 9	
Kcologne	20 6	11 3	3 6	
Koolstick	—	—	—	—
Winter balm	—	—	—	—

		Trade	Tax
<b>Pifco (983 Pifco)</b>			
comb'n go	1355	29 7ea	10 7ea
hair curlers			
multi curl	1255	41 5ea	14 10ea
vanity curl	1155	29 7ea	10 7ea
hair dryers			
Go Girl	1170	52 8ea	18 10ea
trio	1970	60 4ea	21 7ea
Hi-speed	1050	73 11ea	26 5ea
threesome	1950	85 9ea	30 8ea
Princess	1060	58 7ea	20 11ea
Salon	1990	188 8ea	67 5ea
vibratory massager	1556	70 5ea	25 2ea
<b>Pilogene (985 Pilogene)</b>			
haemorrhoid compound	50g	45 0	16 6
<b>Placidex (372 De Witt)</b>			
syrup	100ml	40 0	—
<b>PLJ (103 Beecham)</b>			
lemon juice	small	27 0	6 0
	large	46 10	10 4
		* Includes 4d for cor	
<b>Polaroid (989 Polaroid)</b>			
camera	330	—	—
	340	—	—
	350	—	—
sunglasses	366	39 10ea	3ea
	367	39 10ea	3ea
<b>Poli-grip (1178 Stafford)</b>			
denture cream	21g	24 0	—
	49g	36 0	—
<b>Poly (721 LC)</b>			
hair dye reducer		47 11	25 0
<b>Polyblonde (721 LC)</b>			
		45 5	23 9
<b>PolyCare (721 LC)</b>			
instant		17 8	9 3
<b>Polycolour (721 LC)†</b>			
Polycrol (894 Nicholas)		43 4	22 8
gel	300ml	108 0	39 7
tablets	200	25 9ea	9 5ea
<b>Polyfair (721 LC)</b>			
cream shampoo		45 5	23 9
<b>Polyherb (721 LC)</b>			
vials		12 4	4 4
<b>Polyset (721 LC) existing entry</b>			
<b>Polyset (721 LC)</b>			
vials		12 0	6 3
bottles	78cc	29 9	15 7
<b>Polytint (721 LC)†</b>			
Pongets (1352 Wyeth)		49 5	25 10
<b>Portia (1160 Solport)</b>			
animal wool	1oz	9 6	—
	1oz	17 6	—
	2oz	29 0	—
	8oz	92 0	—
	16oz	16 0ea	—
baby balances	D57	72 0	—
	D60	156 0	—
blackhead remover		7 9	4 3
caustic pencils		17 0	—
iodine brushes loose		5 2	—
carded		5 6	—
nail brush	B518	28 0	10 3
	B519	22 6	8 3
	B516	33 6	12 3
pumice stone (mouse)		14 6	7 11
styptic pencils carded			
3in labelled and cello wrapped	D1660C	4 8	1 8
2in. in plastic case	D1663C	7 3	4 0
tincture and lotion			
brushes			
duck size		4 8	—
favelon		5 9	—
goose size		7 0	—
<b>Potter &amp; Moore (994 P &amp; M)</b>			
smelling salts lavender		30 0	16 6
<b>Fredsol (518 Glaxo) T5</b>			
suppositories 5mg	10	8 9ea	—
	6	—	—
<b>Primitif (813 MF)</b>			
bubbling bath			
fragrance	44 8	15 7	
dusting powder	94 8	49 6	
parfum creme	116 0	60 7	
parfum Cologne	2 oz	80 0	41 10
perfume phial		59 4	31 0
presentation size	127 4	66 6	
<b>Pritchards (1008 Pritchard)</b>			
cooling powders	20	30 0	11 0
	45	53 0	19 5
	100	105 0	38 6
DDT spray-a-mist	20 0	—	—
refill	8oz	17 9	—
	15oz	30 0	—
powder puffer drum		16 6	—
junior aspirins	18	5 0	1 10
	25	8 0	2 11
	35	8 9	3 2
junior pills	20	9 11	3 8
<b>Prity Baby (1008 Pritchard)</b>			
gripe mixture	6oz	19 0	6 11
<b>Protecta (60 Arden)</b>			
cream	705.99	—	—



	Trade	Tax	Retail		Trade	Tax	Retail		Trade	Tax	Retail
436 Evans)				vitamin D capsules 45	—	—	6 0	Sanilav (671 Jeyes)			
es 1000iu/ml				160	—	—	20 0	medium	16 11	—	1 10
2ml x 100	81	0ea	—	vitamin E capsules	—	—	7 0	giant	27 10	—	3 0
5ml	2	1ea	—	40	—	—	23 6	Satin Flow (813 MF)			
5000iu/ml	5	0ea	—	150	—	—	13 6	medium	34 8	18 1	5 10
5ml	5	0ea	—	40	—	—	44 6	standard	50 0	26 2	8 5
es 12,500iu/ml	3	10ea	—	150	—	—	6 0	Scent-Off (1208 Syn)			
25,000iu/ml	25	0ea	—	wheat germ capsules	—	—	19 6	dog and cat repellent	56 0	—	7 0
5ml	25	0ea	—	70	—	—	5 0	Schacht (1220 CT) existing entry			
aily (115 Bengue) †DDI	16	4ea	—	250	—	—	40 0	Schacht (1220 CT)			
500cc	16	4ea	—	Rentokil (1047 Rentokil)	—	—	24 6	ileostomy appliance	44 0ea	—	55 0
2l	58	0ea	—	cream polish	—	—	38 0	colostomy appliance	40 0ea	—	50 0
16oz & 80oz	—	—	—	1gal	—	—	170 0	spares			
ic (1008 Pritchard)	13	4	4 10	dry rot fluid	—	—	17 5	elastic belt	8 0ea	—	10 0
2oz	28	6	10 2	Insectrol aerosol 20oz	—	—	17 6	foam sponge rings	1 7ea	—	2 0
8oz	28	6	10 2	moth proofers aerosol	—	—	11 0	plastic flange rings	8 5ea	—	10 6
gic (813 MF)	60	0	31 4	20oz	—	—	30 0	plastic locking rings	8 5ea	—	10 6
ent	68	8	35 11	wood preservative 1qt	—	—	4 0	polythene bags (100)	16 0ea	—	20 0
ake-up	54	0	28 3	1gal	—	—	6 6	Scotties (153 B5C) 25 case minimum order			
cream	82	8	43 2	1gal	—	—	10 0	tissues	150	44 8	6 2
powder	68	8	35 11	5gal	—	—	15 3	(2doz)	(2doz)		
stick	61	4	32 1	woodworm fluid 5oz	—	—	24 6	56 8	7 10	3 6	
ake-up	50	8	26 6	10oz	—	—	38 0	(2doz)	(2doz)		
ing pads	88	0	46 0	20oz	—	—	6 6	48 11	6 9	3 2	
e (1008 Pritchard)	10	6	—	1qt	—	—	11 0	(2doz)	(2doz)		
tant	16	0	—	1gal	—	—	16 6	Scottowels (153 B5C) 25 case minimum order			
340ml	16	0	—	1gal	—	—	190 0	towels 1-roll	32 7	4 6	2 0
1gal	11	3ea	—	aerosol	—	—	26 0	(2doz)	(2doz)		
(1008 Pritchard)	13	6	—	quick drying	—	—	42 6	2-roll	47 9	6 7	3 9
tant	22	6	—	1pt	—	—	5 9	(1 1/2 doz)	(1 1/2 doz)		
giant	12	11ea	—	1qt	—	—	19 0	holders	23 4	3 2	3 1
1gal	12	11ea	—	1gal	—	—	23 0	Scotts (1118 RM5)			
(451 F & J)	14	2	7 10	junior injector	—	—	19 0	country cookies 6 1/2oz	30 9	—	2 2
jar	21	0	11 7	Revlon (1052 Revlon)	—	—	23 0	(1 1/2 doz)	37 2	—	2 8
pads	37	6	20 8	Eyemaker a la Carte	—	—	19 0	Diabisks	7oz	—	2 2
pads	37	6	20 8	eyeliner colourmated	—	—	19 0	ginger nuts 6 1/2oz	30 9	—	2 2
ake-up remover	16	7	9 2	eye shadow brush-on	—	—	17 9	(1 1/2 doz)	39 0	—	2 9
ish remover	14	2	7 10	colourmated	—	—	4 2 *	Husky	7oz	—	2 0
otion pads	27	10	15 0	eye make-up remover	—	—	5 10 *	(1 1/2 doz)	40 2	—	2 10
ls	27	10	15 0	mascara brush-on	—	—	4 2 *	medicinal charcoal	7oz	—	2 0
8 Hinders)	14	0	1 11	colourmated	—	—	5 10 *	biscuits	28 4	—	2 0
ips	8	3	1 11	Ribena (103 Beecham)	—	—	11 0	(1 1/2 doz)	28 4	—	2 0
ard	15	3	2 1	blackcurrant drink	—	—	11 0	(1 1/2 doz)	28 4	—	2 0
ge rubber	15	3	2 1	standard	32 3	7 2	4 2 *	Vitality	7oz	—	2 0
y (608 Hinders)	15	3	2 1	family	45 11	10 2	5 10 *	(1 1/2 doz)	28 4	—	2 0
red/radiant heat	72	0ea	—	* Includes 4d for container				Scrubbys (671 Jeyes) †	19 5	—	2 2
No. 101	72	0ea	—	Ricativ (211 Butler) †	30	0ea	45 0	ammonia	—	—	2 2
infra-red	72	0ea	—	2l	30	0ea	45 0	Sedacol (1493 Zyma)			
No. 101	72	0ea	—	Rite Diet (1545 Vestric)	6	3ea	8 4	tablets	20	5 0ea	7 6
infra-red	78	0ea	—	Rite Diet (1440 WFL)	68	0ea	—	130	21 10ea	—	32 9
No. 101	78	0ea	—	diabetic fruit cake 14oz	63	0ea	—	Seton (1127 Seton)			
red/radiant heat	92	0ea	—	gluten free products	2	2ea	—	(distributors 93 BJ)			
No. 102	92	0ea	—	flour 28 x 11b	82	0ea	—	Coloset colostomy bags			
infra-red	92	0ea	—	4 x 7lb	72	0ea	—	8in x 5 1/2in (100)	71	6ea	—
No. 102	92	0ea	—	plain sweet biscuits	2	2ea	—	12in x 4in (100)	71	6ea	—
infra-red	98	0ea	—	5 1/2oz	2	2ea	—	12in x 5in (100)	82	6ea	—
No. 102	98	0ea	—	protein free products	2	2ea	—	paediatric urine	55	9ea	—
infra-red	98	0ea	—	flour 28 x 11b	2	2ea	—	collectors (100)	—	—	—
No. 102	98	0ea	—	4 x 7lb	2	2ea	—	urine drainage bags	—	—	—
red radiant heat	92	0ea	—	gluten free/protein	2	8ea	—	individually sealed	—	—	—
No. 103	92	0ea	—	free bread 8oz	2	8ea	—	boxes	—	—	—
infra-red	92	0ea	—	Robinson's (285 Colman)				standard (long tube)	277	6ea	—
No. 103	92	0ea	—	barley cereal				(250)	—	—	—
infra-red	98	0ea	—	low calorie drinks				(short tube)	277	6ea	—
No. 103	98	0ea	—	patent groats				(250)	—	—	—
red/radiant heat	207	0ea	—	triple strength drinks				non-return valve	328	6ea	—
No. 104	207	0ea	—	sweet corn cereal				(250)	—	—	—
infra-red	207	0ea	—	Fodine (1047 Rentokil)				drainage outlet	607	3ea	—
No. 104	207	0ea	—	mouse bait sachet	12	0	—	(250)	—	—	—
infra-red	213	0ea	—	rat bait sachet	24	0	—	bulk packed boxes	—	—	—
No. 104	213	0ea	—	large	64	0	—	standard (long tube)	226	8ea	—
034 R & P) existing entry				7lb	13	4ea	—	(250)	—	—	—
034 R & P)				14lb	25	0ea	—	(short tube)	226	8ea	—
real plus tablets				28lb	43	0ea	—	(250)	—	—	—
150	—	—	7 6	56lb	74	8ea	—	non-return valve	277	6ea	—
600	—	—	25 0	Rondase (179 BDH)				(250)	—	—	—
ts yeast tablets	200	—	6 0	Rosedale (451 F & J)				drainage outlet	556	4ea	—
600	—	—	16 0	shampoo family	22	6	8 3	Zosacileo/colostomy	—	—	—
flour	8oz	—	8 6	Rose's (109 Schweppes)	24	9	5 5	bags	—	—	—
y tablets	150	—	9 0	lime juice cordial 20oz	21	5	—	Setonplast (1127 Seton)			
600	—	—	32 0	marmalade sugar free	21	5	—	(distributors 93 BJ)			
4oz	—	—	5 6	1/2lb	21	5	—	waterproof strapping			
11b	—	—	19 6	Royal Sweden (1412 Jackel) existing entry				1in x 5yd	23	0	—
beries	60	—	6 0	Royal Sweden (1412 Jackel)				2in x 5yd	38	0	—
200	—	—	17 6	hair brushes ladies	51	0	18 8 1/2	3in x 5yd	50	0	—
oil capsules	125	—	7 6	15111	80	4	29 5 1/2	Shadeine (657 IL)			
arkraft tablets 60	—	—	24 0	15505	80	4	29 5 1/2	(distributors 1363 Alcos)			
n capsules 150	—	—	12 0	1890; 1984; 1986; 1987;				Sheer Genius (813 MF)			
500	—	—	11 6	1988; 15244; 15468;				powder cream	50	8	26 6
es and yeast 250	—	—	33 6	15431; 15461	128	6	47 1 1/2	Shee-yawn (Melina (1406 SGBP)			
850	—	—	9 0	15471; 15472; 15473	286	0	104 10	deodorant	—	—	9 6
lised liver	—	—	28 6	501; 503	408	0	149 7	creamy skin perfume	—	—	17 6
ts	50	—	6 6	507	472	0	173 1	Signal (509 Gibbs)			
p tablets 120	—	—	23 6	hair brushes men's	128	6	47 1 1/2	toothpaste	19	9	7 3
450	—	—	10 0	2059; 2060	135	0	49 6	standard	27	8	10 2
er oil capsules	—	—	31 0	2059B	151	0	55 4	large	39	1	14 4
spread	50	—	11 6	2045	151	0	55 4	economy	49	9	18 3
ed tablets 150	—	—	5 0	Rybar (1091 Rybar)				giant	49	9	18 3
500	—	—	7 0	tonic tablets (dogs) 30	18	0	6 7	Silcot (786 Macdonald)			
wer oil	—	—	19 6	100	48	0	17 7	sanitary towels			
1pt	—	—	7 6	Sanatogen (1530 Fisons)				wool size 1	12	25	7
1gal	—	—	25 0	selected multivitamines				2	12	31	0
				45	—	—	—	3	12	35	8
				plus iron	89	3	—	4	12	43	5
								soluble	6	12	0
								12	21	7	2 3



	Trade	Tax	Retail
<b>Sil-kini (786 Macdonald)</b>			
briefs	66 4	9 1	7 11
pads	10 14 0	—	1 6
towels	10 18 9	—	2 0
<b>Silsan (786 Macdonald)</b>			
sanitary towels			
size 2	12 26 6	—	2 10
soluble	6 11 2	—	1 2
	12 21 7	—	2 3
<b>Simbix (67 Ashe)</b>			
slimming plan 14 day	£4 0	—	9 11
<b>Simpla Sassco (1220 CT)</b>			
colostomy bags (10)	11 8ea	—	13 4
ileostomy bags (10)	13 4ea	—	15 0
ureterostomy bags (10)	14 2ea	—	15 10
belt	12 2ea	—	13 9
gel	4 0ea	—	4 6
tex	1 0ea	—	4 6
dor	5 9ea	—	6 6
<b>Skin Dew (596 HR)</b>			
cream	0711	—	28 0
	0712	—	45 0
emulsion	0701	—	16 6
	0702	—	28 0
	0704	—	45 0
eye cream	0770	—	22 6
freshener	0744	—	16 6
<b>Skin Life (596 HR)</b>			
cream	0902	—	85 0
	0904	—	143 0
emulsion	0912	—	57 0
	0913	—	95 0
eye cream	0970	—	36 0
foundation	0921	—	37 6
hand treatment	0964	—	35 0
honey tonic	0944	—	40 0
	0948	—	67 0
liquid cleanser	0934	—	24 0
	0939	—	40 0
mask	0952	—	40 0
throat and neck lotion	0972	—	52 0
treatment	0990	—	82 0
<b>Sleek (60 Arden)</b>			
	728-99	—	15 0
	725-99	—	19 0
<b>Slim Disks (1568 Trentham)</b>			
(distributors 994 P & M)			
original chocolate flavour			
or new fruit flavour			
	30 44 0	—	5 6
	100 112 0	—	14 0
<b>Smith Kendon (1152 SK)</b>			
glucose boiled sweets			
8oz	28 5	5 9	3 6
16oz	49 6	10 1	6 3
<b>SMP (930 P &amp; B)</b>			
<b>SMP (1476 SMP)</b>			
<b>Snowdrop (1431 Erica)</b>			
baby pants	12 0	—	1 6
<b>Sof-Set (813 MF)</b>			
shampoo	sachet 5 4	1 10	10
	bottle 25 4	8 10	3 11
<b>Sorex (1162 Sorex) existing entry</b>			
<b>Sorex (1162 Sorex)</b>			
I rodenticide	11b	—	7 6
	61b	—	33 0
5	11b	—	14 3
	61b	—	66 0
warfarin bait	11b	—	4 0
	31b	—	8 9
	71b	—	17 6
	281b	—	52 6
<b>Spa (1167 Spa) existing entry</b>			
<b>Spa (1167 Spa)</b>			
baby brush set	851	40 0	14 8
bath brushes			
nylon filled	331	36 0	13 3
sponge brush	332	36 0	13 3
Mermaid	337	100 0	36 8
3-piece set	367	276 0	67 5
Dolphin	341	72 0	26 5
sponge brush	340	44 0	16 2
bath presentation set			
	351	72 0	26 5
bath rack Atlantis	738	140 0	19 3
bath towel ring			
Mermaid	737	160 0	22 0
clothes brushes			
cat	714	32 0	11 9
dog	715	40 0	14 8
cat and dog			
presentation	714/5	88 0	32 4
Dandy Duck	771	220 0	80 8
Debonair	40	44 0	16 2
Penguin	712	220 0	80 8
pocket	701	12 0	4 5
Tribesman	713	260 0	95 4
dental after treatment			
brush	251	20 0	—
dental plate brush	281	16 0	—
gent's hairbrushes			
oval military	415	96 0	35 3
	452	52 0	19 1
travel set	453	128 0	47 0
ladies hairbrushes			
radial	57	160 0	58 8
slimline	535	58 0	21 4
leatherweight	556	22 0	8 1
comb and curl brush	613	11 0	4 1

	Trade	Tax	Retail
<b>ladies gift sets</b>			
Rhythm 3-piece	570	64 0	23 5
Rhapsody 3-piece	571	72 0	26 5
Melody 5-piece	572	84 0	30 10
Symphony 4-piece	573	96 0	35 3
573	96 0	35 3	14 11
<b>naïl brushes</b>			
cosmetic	306	16 0	5 11
Dolphin	310	40 0	14 8
family	305	20 0	7 4
grippy	304	12 0	4 5
major	328	36 0	13 3
Mermaid	327	32 0	11 9
surgeon's	320	32 0	11 9
universal	307	14 0	5 2
shaving brushes	771	58 0	21 4
	772	72 0	26 5
	774	160 0	58 8
<b>Sparklets (183 BOC)</b>			
syphons			
Globemaster	91 11ea	12 8ea	135 0
bulbs	10 73 6	16 2	9 6
<b>Spillers (1172 Spillers)</b>			
Kattomeat	handy 50 2	10 11	1 6
	(4doz)	(4doz)	
Kennomeat	handy 47 4	10 4	1 5
	(4doz)	(4doz)	
	large 44 2	9 7	2 8
	(2doz)	(2doz)	
Topcat	handy 37 10	8 3	1 2
	(4doz)	(4doz)	
Topdog	handy 41 0	8 11	1 3
	(4doz)	(4doz)	
	large 37 9	8 3	2 3
	(2doz)	(2doz)	
<b>Spontex (1174 Sponcel)</b>			
Mopet sponge	18 3	10	10
<b>Spray Tan (47 Anestan)</b>			
<b>Spray Tan (325 C-A)</b>			
<b>S.R. (509 Gibbs)</b>			
toothpaste	standard 19 9	7 3	2 9
	large 27 8	10 2	3 11
	economy 39 1	14 4	5 6
	giant 49 9	18 3	7 0
<b>Stermin (328 CCC)</b>			
	21b 16 8ea	—	25 0
	71b 48 0ea	—	72 0
	363-00	—	12 0
<b>Stone's (1194 Stone)</b>			
essence of rennet			
	100ml 18 0	—	2 0
	200ml 30 0	—	3 3
	3oz & 6oz	—	—
<b>Stresnil (328 CCC)</b>			
injection (vet.)	50cc 33 4ea	—	50 0
<b>Stugeron (666 Janssen)</b>			
tablets 157			
<b>Sublimage (666 Janssen) DD</b>			
ampoules 2-15ml	10 27 0ea	—	40 6
	50 126 0ea	—	189 0
	10 62 0ea	—	93 0
<b>Suleo (671 Jeyes)</b>			
emulsion	17 9	6 6	2 8
shampoo	21 10	8 0	3 4
<b>Sunpure (903 NPU)</b>			
fruit drinks			
orange, lemon, lemon			
barley	22 10	5 0	2 9
lime	25 3	5 6 3	3 3
<b>Superil (328 CCC)</b>			
(vet.)	20oz 77 0ea	—	115 6
	80oz 256 8ea	—	385 0
<b>Superil 40 (328 CCC)</b>			
injection (vet.)	400cc 73 4ea	—	110 0
<b>Sure Shield (549 Guest) †DDI</b>			
pastilles			
Gee's BPC	15 0	—	2 0
<b>Sweet Sue (1412 Jackel)</b>			
perfume sachet	17 6	9 7 1/2	3 0
perfumed talc pad	28 9	15 10	4 11
<b>Syr. glycerophosph co. (211 Butler)</b>			
<b>Syr. vitamin co. (211 Butler)</b>			
<b>Tace (838 Merrell) †s40</b>			
capsules	250 65 0ea	—	97 6
	300 —	—	—
tablets	50 23 0ea	—	34 6
	30 —	—	—
<b>Tang (596 HR)</b>			
after shave lotion	9522	—	9 6
	9524	—	13 6
	9529	—	38 0
roll-on	9525	—	13 6
close shave aerosol	9585	—	9 6
Cologne	9554	—	15 6
	9559	—	49 6
deodorant anti-perapi-			
rant spray	9563	—	10 0
deodorant stick	9561	—	12 6
hair groom	9594	—	12 6
pre-electric shave			
	9514	—	13 6
shampoo	9534	—	10 6
talc	9545	—	11 0
travel kit	9621	—	38 0
<b>Target (105 BTD)</b>			
men's deodorant	35 4	19 6	5 6

	Trade	Tax
<b>Tercoda (17 Agprolin)</b>		
500ml	12 0ea	—
11	23 0ea	—
21	40 0ea	—
<b>Tetracycl (969 Pfizer)</b>		
tablets 250mg	16	—
<b>Theograd (2 Abbott)</b>		
Film tabs	100 25 0ea	—
	500 120 0ea	—
<b>Thermega (1225 Thermega) existing entry</b>		
<b>Thermega (1225 Thermega)</b>		
electric blankets		
Mermaid	50x26	—
	50x42	—
Three Heat	60x30	—
	60x48	—
heating pad	16x12	—
<b>Thermogene (1073 Robinson)</b>		
wool	small 20 0	7 4
	large 33 6	12 3
<b>Thiamoplex (930 P &amp; B)</b>		
ampoules	12	—
<b>Thompson's (992 P &amp; C)</b>		
dandelion coffee essence		
	5oz 38 0	—
	8oz 48 10	—
	4oz —	—
<b>Thomson's (1231 Thomson)</b>		
capsules iodised	75 90 0	—
vitamin	8oz 74 0	—
cod-liver oil cream	20oz 146 0	—
iodised cream	8oz 74 0	—
	20oz 146 0	—
<b>Togal (533 Grabowski)</b>		
tablets	42 42 0	15 2
<b>Tommee Tippee (1412 Jackel)</b>		
baby care sets	TG51 172 3	23 8
	TG52 91 8	12 7
baby sponge	11 6	4 2 1/2
cup and single hot plate		
set	121 0	16 8
hot plate double	88 0	12 1
nappy bag	103 0	37 9
with zip	241 0	88 4
saddle potty	128 0	—
junior	60 0	—
teeth-a-rattle	54 8	20 0
teether circus	54 8	20 0
<b>Travia (761 Lilia-White)</b>		
compressed	50 9	—
	(1 gross)	—
<b>Tried &amp; True (813 MF)</b>		
soft colour	83 4	43 7
<b>Triperidol (666 Janssen) †s48</b>		
tablets 0-5mg	500 113 0ea	—
	1mg 50 16 0ea	—
<b>Tuf (1174 Sponcel)</b>		
plastic sponge	17 0	6 3
<b>Twice as Lasting (525 Golden) existing entry</b>		
<b>Twice as Lasting (525 Golden)</b>		
hair style retaining lotion		
No 1 or 2	single 12 0	6 7
	large 54 0	14 10
for greasy hair	single 13 6	7 5
	large 58 6	32 2
with colour	13 6	7 5
<b>Ultra Brite (280 CP) 5 pack minimum order</b>		
toothpaste	standard 75 11	27 6
	(4doz)	(4doz)
	large 81 0	29 4
	(3doz)	(3doz)
	ex-large 38 2	13 10
<b>Un Air Embeume (Rigaud (47 Anestan)</b>		
<b>Un Air Embeume (Rigaud (325 C-A)</b>		
<b>Unifu (1367 Unigreg) †</b>		
tablets	24 6 2ea	—
<b>Vacromist (331 C of C)</b>		
vapour spray	114g 46 6	16 8
<b>Valtresol (211 Butler)</b>		
	21 8 0ea	—
	16oz and 80oz	—
<b>Vaporole (208 B.VV)</b>		
aromatic ammonia	6 2 6ea	11ea
<b>Vasocidin (930 P &amp; B)</b>		
<b>Vasocidin (1476 SMP)</b>		
Vasocidin-D (920 P & B)		
<b>Vasocidin-D (1476 SMP)</b>		
Vasocon-A (930 P & B)		
<b>Vasocon-A (1476 SMP)</b>		
Vasodex (930 P & B)		
<b>Vasodex (1476 SMP)</b>		
<b>Vasopred (1476 SMP) TS</b>		
ophthalmic drops	10ml 6 6ea	—
<b>Vasosulf (930 P &amp; B)</b>		
<b>Vasosulf (1476 SMP)</b>		
Vasozinc (930 P & B)		
<b>Vasozinc (1476 SMP)</b>		
Vax (191 BVF) existing entry		
<b>Vax (191 BVF)</b>		
vacuum flasks metal		
Mono-Vac		
	16oz CH1 4 7ea	7ea
	23oz CH2T 6 9ea	10 1/2ea
	36oz CH3 8 2ea	1 1ea
	43oz CH3M 10 6ea	1 4 1/2ea



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CO-CAP 25

Imipramine

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	Trade	Tax	Retail
flasks plastic			
8oz CH8P	5 4ea	8 1/2ea	8 10
16oz CH16P	5 11ea	9 1/2ea	9 10
design			
8oz NP8	6 0ea	9 1/2ea	8 10
16oz NP16	6 8ea	10 1/2ea	9 10
8oz NP8A	6 6ea	10ea	9 6
ments			
8oz V8	10 0	1 3	1 3
16oz V16	12 0	1 6	1 6
23oz & 36oz			
outer V36	14 0	2 0	1 9
23oz & 36oz			
inner V916	10 0	1 3	1 3
16oz RCH1	4 1ea	6 1/2ea	6 0
23oz RCH2	6 6ea	10ea	9 6
36oz RCH3	6 6ea	10ea	9 6
8oz R8	4 2ea	—	5 6
16oz R16	4 2ea	—	5 11
rscrew			
16oz SS1	16 0	—	1 9
23oz & 36oz			
SS3	20 0	—	2 3
ndavac			
8oz & 16oz			
E1	14 0	2 0	1 9
23oz & 36oz			
E3	18 0	2 6	2 3
adiance (60 Arden)			
417-34	—	—	52 0
417-33	—	—	32 0
S Bengue)			
inperfumed 40g			D
Arden)			
116-02	—	—	17 0
116-04	—	—	28 0
116-08	—	—	45 0
116-16	—	—	75 0
109-99	—	—	32 0
211-64	—	—	19 0
416-47	—	—	19 0
416-48	—	—	32 0
416-49	—	—	58 0
306-99	—	—	11 0
205-91	—	—	32 0
205-95	—	—	52 0
19 SA)			
lies	20 8	4 7	1 6
	(3 doz)	(3 doz)	—
ae (930 P & B)			D
as Smg	12	—	D
10mg	12	—	D
25mg	12	—	D
50mg	12	—	D
100mg	12	—	D
(1530 Fisons)			D
ie (1530 Fisons)			D
ay	328g	—	D
e (992 P & C) †			
lor stings	44 0	—	5 3
	66 6	—	7 11
e (208 BW)			
le disease			
et.)	50ml	5 1ea	6 0
	250ml	24 3ea	28 6
		48 2ea	56 8
(967 Petfoods)	75 8	14 7	1 6
	(6doz)	(6doz)	
doctor (427 Ethichem)			
ctors 128 Biometica)			
gel	27 0	9 8	3 11
Dr. (761 Lilia-White)			
riefs	48 0	6 2	5 11
pads	19 3	—	2 0
belt	17 11	2 7	2 3
	0 25 2	—	2 7
	1 27 5	—	2 10
	2 30 8	—	3 3
	3 32 9	—	3 5
	E1 14 6	—	1 6
agnolia (S96 HR)			
ence	6301	—	14 6
	6303	—	21 0
	6319	—	22 6
powder	6208	—	27 0
	6212	—	13 6
	6233	—	15 0
ion	6344	—	14 6
spray	6102	—	37 0

	Trade	Tax	Retail
crystal bottle	6122	—	82 6
skin perfume	6002	—	19 6
	6023	—	21 0
spray	6022	—	36 0
soap complexion (3)	6333	—	15 0
Wilkinson (1339 Wilkinson)			
New Sword blades (S)	58 2	21 4	4 4 1
	(25pkts)	(25pkts)	
Super Sword Edge	—	—	D
Woltz Italiana (128 Biometica)			
manicurebase coat	32 0	17 2	5 9
cuticle remover	32 0	17 2	5 9
nail enamel regular	32 0	17 2	5 9
mini-regular	23 8	12 8	4 3
pearl	46 9	25 1	8 5
mini-pearl	30 0	16 1	5 5
Venetian Carnival	46 9	25 1	8 5
mini-Venetian	30 0	16 1	5 5
super brilliant	58 11	31 7	10 7
super creme	46 9	25 1	8 5
nail hardener	54 8	29 4	10 0
nail polish removers			
lanolin	32 0	17 2	5 9
nail enamel thinner	24 7	13 2	4 5
top coat	32 0	17 2	5 9
Wright's (1351 WLU)			
coal-tar soap	31 6	11 7	1 5
	(3 doz)	(3 doz)	
bath	33 8	12 4	2 3
	(2 doz)	(2 doz)	
giant	24 1	8 10	3 3
sandalwood soap bath	25 4	9 4	1 7
	(2 doz)	(2 doz)	
deodorant stick 70g	36 6	20 2	6 3
talcum powder	17 4	9 6	2 11
liquor carbonis			
detergens	100ml	30 0	11 0
	200ml	51 3	18 10
	500ml	110 0	—
	2l	340 0	—
fix wig and hair piece			
cleaner	26 6	—	6 3
Yaxa (366 Dendron)			
anti-perspirant super			
dry	61 0	31 11	9 11
Yeast-Pac (994 P & M)			
beauty mask	8 0	4 5	1 5
medicated	33 0	11 10	5 0
Yestamin (1246 TYE)			
powder	8oz	42 0	5 0
	16oz	60 0	7 0
	7lb	28 0ea	42 0
	14lb	48 0ea	72 0
tablets	50	17 0	2 0
	100	26 0	3 0
	300	58 0	6 9
	1000	7 0ea	10 6
	5000	34 0ea	51 0
	18000	110 0ea	165 0

AMENDMENTS AND ADDITIONS  
TO KEY TO SUPPLIERS

- 93 BJ=Bateman-Jackson, Tubeton House, Medlock Street, Oldham, Lancs. 061-652 2222.
- 128 Biometica=Biometica Division of Sales Affiliates Ltd., Barnet By-pass, Boreham Wood, Herts. 01-953 3145.
- 228 Carlton=Carlton Laboratories (UK) Ltd., 11 Shelley Road, Worthing, Sussex.
- 325 C-A=Crookes-Anestan Ltd, Rankine Road, Daneshill Estate, Basingstoke, Hants. 0256-25051.
- 352 Darlington=W. Darlington & Sons Ltd, Station Road, Rustington, Littlehampton, Sussex. Rustington 3232.
- 369 DL=Denver Laboratories Ltd., Fulton House, Empire Way, Wembley, Middlesex. 01-902 8686.
- 389 Druker=D. & M. Druker Ltd., 230a Commercial Road, London, E.1. 01-790 3939.
- 451 F & J=Fassett & Johnson Ltd., 19 Radford Crescent, Billericay, Essex. Billericay S3221.
- 862 Morny=Morny Ltd., 4 Miles Gray Road, Basildon, Essex. Basildon 23347.
- 878 Napp=H. R. Napp Ltd., Hill Farm Avenue, Leavesden, North Watford, Herts. Garston 75255.
- 879 NW=Nappi-Wite Ltd., 8 Wigmore Street, London, W.1. 01-636 6055.
- 960 Perry=Charles Perry (Cosmetics Ealing) Co Ltd, 155 Pitshanger Lane, London, W.5. 01-997 2663.
- 985 Pilogene=Pilogene Ltd., 296 Kensington, Liverpool L72RR. 051-263 6451.
- 1034 R & P=Rayner & Pennycook Ltd., Rayvit House, Govett Avenue, Shepperton, Middlesex. Walton-on-Thames 27237.
- 1070 Windsor=The House of Roberts Windsor, Colwick Industrial Estate, Nottingham NG4 2BY, 0602-247208.
- 1127 Seton=Seton Products Ltd., Tubeton House, Medlock Street, Oldham, Lancs. 061-652 2222.
- 1157 S=Sophistique Ltd., New Road, Winsford, Ches. 0606-81 3822.
- 1167 Spa=Spa Brushes Ltd., Freeman Works, Chesham. Bucks. 0240-56371.
- 1194 Stone=Stones (Exeter) Ltd., Marsh Green Road, Marsh Barton, Exeter. 0392-55803.
- 1225 Thermega=Thermega Ltd., Ermyrn Way, Leatherhead, Surrey. Leatherhead 3433.
- 1287 Vitalam=Vitalam Ltd., Seaford Road Works, Pendleton, Salford 6, Lancs. 061-736 5343.
- 1431 Erica=Erica Products Ltd., 231 The Vale, Acton, London, W.3. 01-743 0797.
- 1440WFL=Welfare Foods (Stockport) Ltd, 63 Higher Hillgate, Stockport, Cheshire, SK1 3HE. 061-480 9408.
- 1463 VBL=Viking Brews Ltd., 28 Clive Street, North Shields, Northumberland. 0894-573402.
- 1476 SMP=Smith, Miller & Patch Ltd., 96 De Beauvoir Road, London, N.1. 01-249 2421.

## THIS WEEK'S CHANGES

	Trade	Tax	Retail
10 Day (70S Kirby)			
slimmer treatment	66 0	—	9 6 ●
old pack	—	—	— D
Alexa (S99 Henleys)			
ileo/colostomy bags 24	42 0ea	—	— 1
adjustable elastic			
belts	5 0ea	—	—
Alophen (938 PD)†s7			
pills	50	24 0	8 10
Andre Philippe (48 AP)			
Cologne dimple bottle	37	13 0	7 2
Cologne/lavender			
10oz	24	23 0	12 8
Cologne swan dimple			
baby	36	13 0	7 2
talcum powder	4	16 0	8 9 1/2
Astral (333 Cupal)			
air fresheners			
bubble pack blocks			
Petal Fresh toilet	—	—	2 0 ●
aerosols			
kitchen deodorant	—	—	3 11 R
Nice'n Fresh	—	—	5 11 A
bathroom	—	—	—
Binasin (333 Cupal)			
6oz	25 6	8 5	3 9 A

	Trade	Tax	Retail
Bisks (1530 Fisons)			
savoury snack	50 6	—	5 3 ●
Bronnley (194 Bronnley)			
soap			
antiseptic	0146	—	3 0
bath ball	0108	—	13 7
lemon toilet	6122	—	3 0
bath	0613	—	5 5
soap-on-a-rope	6136	—	9 0
	0619	—	11 7
pre-make up	0523	—	3 0
sponge	0109	—	10 0
turtle oil toilet	0642	—	2 5
bath	0643	—	4 0
visitors	0641	—	1 9
Capitol (1454 Dermal)			
shampoo gel	120g	8 9ea	3 2 1/2ea ●
Cortef (1263 Upjohn)			
ointment			D
acetate ointment			D
Cow and Gate (307 C&G)			C
milk food			
full cream	16oz	46 8	4 6
half cream	16oz	46 8	4 6
humanized	16oz	46 8	4 6
Cupal (333 Cupal)			
baby cream	4oz	19 9	6 6 3 0 A



	Trade	Tax	Retail		Trade	Tax	Retail		Trade	Tax
bismuthated magnesia				male incontinence				extra old	1190	4 3ea
ovals under 7½kg	14 9kg	4 10kg	—	appliance				1000	7 0ea	3 9ea
7½kg and less than				complete set	54 0ea	—	—	1001	11 9ea	6 3ea
12½kg	14 3kg	4 8kg	—	cotton supporting bag				6047	13 6ea	7 6ea
15kg and over	13 9kg	4 6kg	—	with leg and waist				1002	22 6ea	12 1ea
cherry bark red ring				bands	8 6ea	—	—		5 3ea	2 9ea
cough syrup large	32 0	10 7	5 0	disposable urine bags				talcum		
diarrhoea mixture				(100)	16 8ea	—	—	tonic foam bath		
adults	4oz	23 0	7 7	rubber collar	27 6ea	—	—	10 bath	6 3ea	3 6ea
	8oz	—	—	rubber non-return				20 bath	10 6ea	5 9ea
				valve	14 0ea	—	—	men's range		
child's	21 0	6 11	3 6 A	rubber rings	9ea	—	—	Tenax hair cream	4 0ea	2 3ea
femme aid pills	15 3	5 0	2 6					Rosedale (451 F & J) existing entry		
juniper pills	17 6	5 9	2 9					Rosedale (451 F & J)		
linseed liq. compound				Heudeberts (1362 PC8)				bubble bath sachets	6 6	2 5
loz. bag	12 9	—	1 6	Slymbred	19 6	—	2 2 A	280cc	28 11	10 7
menthol and winter-				starch reduced slices	19 6	—	2 2	Cologne	22 0	12 1
green cream	24 0	7 11	3 9	Lanalol (725 Lanalol)				day fresh	26 0	—
nipple cream	20 0	6 7	4 6 ●	(distributors 451 F & J)				hair sprays		
toilet preparations				relaxer				lacquer aerosol	127g	23 5
bay rum large	21 9	10 9	4 0 A	Mary Quant (876 MP)				190g	35 0	19 3
with cantharadin†				blush sticks	92 5	50 10	16 6 ●	16oz	51 0	28 1
large	21 9	10 9	4 0	breathalyzers	19 8	7 2	3 6	squeeze bottle	22 0	12 1
				colour stick	92 5	50 10	16 6	refill	15 4	8 5
Diamond (333 Cupal)				eye tints	58 6	32 2	10 6	lanospray aerosol	16oz	51 0
foot powder	26 6	—	3 0 A	lash colour	92 5	50 10	16 6	squeeze bottle	22 0	12 1
Eurax (501 Geigy)				refill	64 5	35 5	11 6	refill	15 4	8 5
lotion	150ml	79 0	—	potion perfume	109 3	60 1	19 6	soft spray aerosol	127g	23 5
60 and 120ml	—	—	—	Maws (810 Maw)				190g	35 0	19 3
Feedrite (454 Feedrite) existing entry				Tufty Tail pads				crystal clear refill	15 4	8 5
Feedrite (454 Feedrite)				newborn	(20)	40 0	—	hand cream	18 0	9 11
(distributors 1349 LW)				standard	(10)	23 3	—	lavender water	22 0	12 1
feeders insulated					(20)	44 0	—	pine essence	43 11	24 2
complete					(30)	62 5	—	shampoo	22 6	8 3
Supreme				"N" (333 Cupal)				dry puffer pack	20 10	7 8
(wide mouth)	76 0	—	9 6	tonic syrup	6oz	24 3	8 0	Scholi's (Dr.) (1108 5MC)		
(narrow mouth)	68 0	—	8 6	N.P.U. (903 NPU)				foot deodorant anti-		
stoppers	4 0	—	4 6	hot water bottles				perspirant	51 0	28 1
teats anti-colic for				Cosy	57 0	—	6 9 A	foot refresher spray	26 0	14 4
narrow necks	6 8	—	10	Meteor	68 0	—	8 6	Skeetecide (333 Cupal)		
wide necks	8 0	—	1 0	Petal	76 0	—	9 6	insect repellent	17 0	5 7
food and bath				Super heat	74 0	—	9 3	S-M-A (1352 Wyeth)		
thermometers	77 4	—	9 8	Vulcan	80 0	—	10 0	liquid	13oz	18 0
Freflo (1349 LW) existing entry				Twin Heat	84 0	—	10 6	powder	11b	67 0
Freflo (1349 LW)				Everwarm	92 0	—	11 6	Tuf (333 Cupal)		
feeding bottles wide				De Luxe	132 0	—	16 6	cough drops	12 0	4 0
neck				Nymph (1163 Souplex)				Vitathone (333 Cupal)	26 3	8 8
polythene with teat				razor	30 0	11 0	5 0 A	chilblain cream		
4oz	21 4	—	2 8	blades (5)	9 0	3 4	1 6			
8oz	24 8	—	3 1	Orlane (1145 Sirex)						
heat resistant glass				eyeliner frosted	—	—	31 0 ●			
8oz	29 4	—	3 8	lipstick agate	—	—	19 6			
polycarbonate	4oz	24 8	—	Peplax (333 Cupal)						
8oz	31 4	—	3 11	tablets	25 19 6	6 5	3 0 A			
feeding bottle set				Pirisol (333 Cupal)						
spare caps and discs				junior soluble aspirin	14 6	4 9	2 3 A			
set of 1	4 8	—	7	G.T. (255 Chembro)						
set of 3	10 4	—	1 4	tanning lotion	54 2	29 9	8 11 A			
teats (1)	8 8	—	1 1	small	90 6	49 9	14 11			
(3)	24 0	—	3 0	large	46 10	25 9	7 11			
teat cover	6 0	—	9	shade	90 6	49 9	14 11 R			
Griptight (1349 LW) existing entry				aerosol foam						
Griptight (1349 LW)				Rayglo (333 Cupal)						
bottle brushes				chest rub	14 6	4 9	2 3 R			
standard	10 0	—	1 3	laxative tablets	36 15 6	5 1	2 9			
de luxe with handle	18 0	—	2 3	toothache tincture †						
feeding bottles narrow				1dr.	19 6	6 5	3 0 A			
neck				worm elixir	13 3	4 4	2 0 R			
polythene with teat	16 0	—	2 0	Regulets (333 Cupal)						
heat resistant glass				laxative tablets						
with teat	20 0	—	2 6	carton 30	19 6	6 5	3 0			
spare glass	16 0	—	2 0	tin 12	10 9	3 7	1 9			
polycarbonate with				36	19 6	6 5	3 0			
teat	25 4	—	3 2							
pacifier American style	12 0	—	1 6	Remington (1044 R)						
soothers cherry or				shavers						
straight	5 0	—	8	GT with pouch	76 10ea	27 0ea	130 0 ●			
soother rattle	9 9	2 3	1 6	Rentokil (1047 Rentokil)						
teething pacifiers (2)	14 0	—	1 9	bird repellent	—	—	10 0			
teething ring soother	9 6	—	1 3	Roger & Gallet (1076 R & G)						
teats narrow neck				bath cubes (6)	4 6ea	2 6ea	11 0 A			
cherry or straight	5 6	—	9	Cologne black label						
Guttilin (115 Bengue)				1015	3 3ea	1 9ea	8 0 I			
Hemolac (307 C & G)				1066	5 6ea	3 0ea	13 6			
16oz	46 8	—	4 6 C	1016	10 0ea	5 6ea	23 6			
Henley (599 Henleys)				1017	18 6ea	10 3ea	45 0			
				1018	33 9ea	18 6ea	80 0			

## Therapeutic—pharmacological index

The following products to be added under the classifications stated

- 1(e) Neo-Cantil
- 1(h) Palfium
- 1(i) Nilstin
- 1(d) Fe-cap
- Fe-cap C
- Fe-cap folic
- 5(b) Cardioquin

- 10(c) Betadine
- 11(c) (cephalosporins) Keflex suspension
- 11(c) (tetracyclines) Abbocin
- 11(h) Flagyl Compak
- 12(a) Oranabol 10
- 13(e) Noveril
- 13(i) Matthodorm
- 15(a) Theograd
- 18 Cendevax

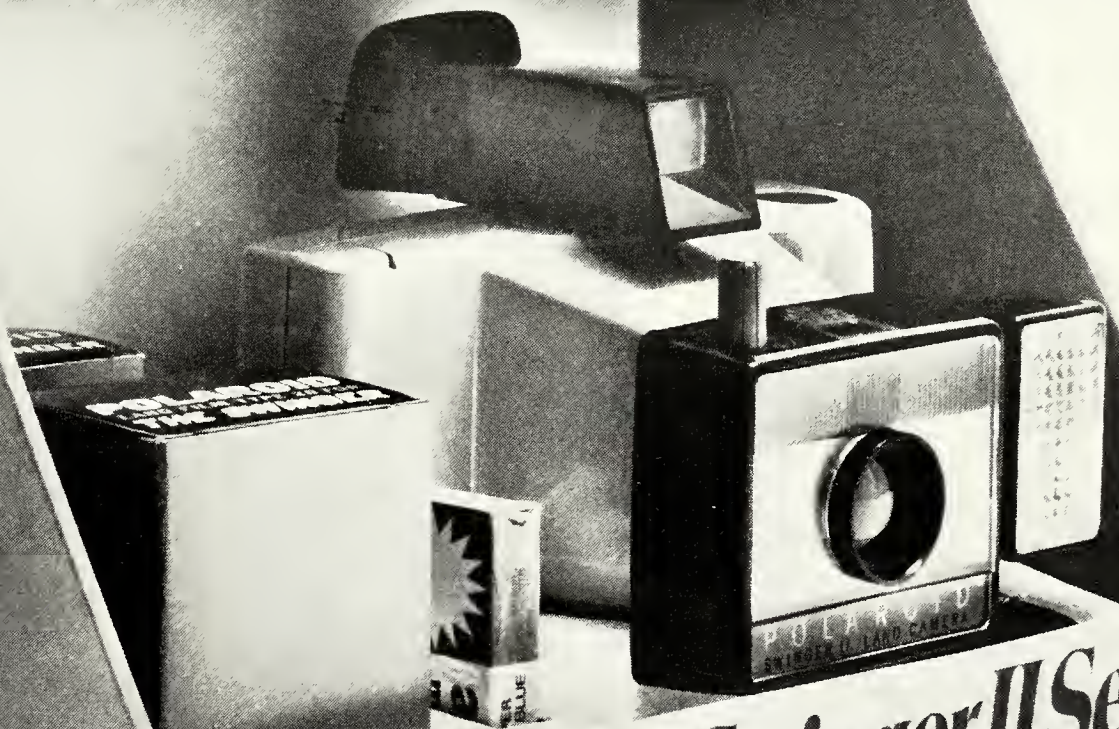


# demand, eated this summer.

Polaroid  
Instant  
Camera



'pictures in seconds



**Polaroid Swinger II Set**

\*Suggested Retail Price.



# Hey, who's supporting who around here?

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You give your customers all the support they need. And we do the same for you with our newly designed space-saving display aids. For further details have a word with your Lastonet representative or contact the address below.



**Lastolita**

*The good looking foundation stocking.*  
Lastonet Products Ltd., Redruth, Cornwall.



# RPM case: The industry's argument presented

Britain's pharmaceutical industry, through its trade associations, appeared before the Restrictive Practices Court in London on April 7 to defend resale price maintenance. The Registrar of Restrictive Trading Agreements is asking the court to say that the practice is against the public interest.

The case for the wholesale distribution side of the industry is being presented by the Association of the British Pharmaceutical Industry, and the retail side by the Proprietary Association of Great Britain and the Proprietary Articles Trade Association. The hearing is expected to last at least six weeks.

Mr C. Sparrow, QC, and Mr Guy Seward appear for the ABPI and Mr R. I. Threlfall, QC, and Mr A. P. Graham-Dixon, for the two proprietary associations.

The Registrar is represented by Mr Raymond Kidwell, QC, Mr R. A. Barr, and Mr S. Lawton-Rogers.

Opening the case for the wholesale distribution side of the industry, Mr Sparrow said that the Resale Prices Act of 1964 rendered void any contractual provisions for the maintenance of minimum prices on the resale of goods supplied. The court was given power to exempt certain classes of goods.

Some suppliers had accepted the operation of the Act without demur, and abandoned rpm. Some sought for a time to obtain exemption from the operation of the Act and then gave up. Others fought their case and had been for the most part unsuccessful. "Now," he said, "the court is confronted with the very last case under this Act."

Mr Sparrow explained that rpm was preserved on net books and pharmaceutical products, and the claim of the medicines was now being tested in the proceedings.

## Pioneers of the system

"These two trades of books and pharmaceuticals were pioneers of organised rpm. In the 70-odd years since the PATA and Publishers' Association were formed rpm had been vigorously upheld. We submit that in both trades rpm is justified," said Mr Sparrow.

Rpm went back to the nineteenth century, and although today it was painted by some people as an unmitigated commercial evil it had, nevertheless, a very long life in the commercial history of this country. Until 1964 "that evil" had not become sufficiently obvious to make it necessary for Parliament to take firm action. "We submit that it would be incorrect to assume any specific economic quality in rpm, let alone any economic evil, for two reasons. Firstly, the Act does provide for the continuance of rpm in given circumstances, so it can be assumed that the Act has not proclaimed it as an unqualified economic evil.

"Secondly, it would be quite impossible

to state what that specific quality is which it might be said that rpm has."

Mr Sparrow said one could not assume that any particular good would come from the abolition of rpm.

He accepted that his clients had a case to prove before the court. It had been said on many occasions that rpm resulted in prices being fixed too high, but he would ask the court to wait and see whether this could be proved against this particular trade because responsible economists had gone on record as saying that rpm had no such effect.

## "Open mind"

Said Mr Sparrow: "We ask for an absolutely open mind on the argued merits and demerits of rpm in this trade, and the consequences of the retention of rpm and the associated consequences of abolition."

He asked the court to study the incidence of rpm in the pharmaceutical industry, not in abstract, but in the particular — and always by reference to this particular trade. He invited the court to eschew from the beginning any doctrinaire attitude on rpm in any way. "We shall submit and endeavour to show by evidence that rpm has a natural place in this particular trade."

Mr Sparrow went on to give what he described as a "thumbnail sketch" of the structure of the industry.

First, he said, there were the manufacturers of pharmaceutical products, some of whom were members of the Association of British Pharmaceutical Industries, and some of whom were in the retail associations.

At the other end were the chemists or pharmacists who sold and dispensed pharmaceutical products, and in between were the distributors. It would be difficult to exaggerate the importance of the distributor in this trade.

This was not a normal wholesale-retail relationship. The distributor is not there primarily to supply drugs in quantity as a normal wholesaler is. "The valuable facility and function of the distributor in this trade is to supply drugs as required from time to time in small quantities."

Keeping a full range of products in a trade like the pharmaceutical trade, with its myriad different products, entailed variations of packaging and storage in addition to maintenance. The distributor supplied that full range by a most frequent and valuable delivery service.

Mr Sparrow said that other services which the distributor provided were peculiar to the pharmaceutical trade. Firstly, distributors offered in certain cases the facilities of the dispensing laboratory or the compounding department. Many distributors offered the services of an advice department.

The distributor also provided special storage conditions for particularly perishable or variable products. Finally the

distributors provided a service in the supply of narcotic drugs which had to be dealt with in a very special way.

Evidence from the ABPI, formed in 1930 as the Wholesale Drug Trade Association, represented the great majority of manufacturers of medicines used in the National Health Service and also veterinary medicines. At present the 112 member companies in the Association accounted for 95 per cent of the sales of human and veterinary prescription medicines in this country.

This was an association of manufacturers primarily concerned in the contractual relationship between manufacturers and distributors.

To ascertain the extent of rpm, the Association sent a circular letter to the 72 members involved in the division concerned with the manufacture of "ethical" drugs which were now called medical specialities.

Replies from 69 indicated that companies represented some 83.3 per cent of sales operated under rpm conditions. The exact number of companies operating under rpm was 52. Another 9.1 per cent of sales, represented by 17 manufacturers did not have an rpm condition.

The purpose of this system of rpm was to enable manufacturers, distributors and chemists to meet as a whole and complete service, demands for medicines from the patient and his doctor.

"The demand of the doctor and his patient is a demand which obviously cannot be broken down, and parcelled out, or disregarded in part," said Mr Sparrow.

## The foundation of the business

About 2,500 different products were classed as "ethicals." No chemist could stock all the ethicals that he would be called upon to dispense, and he must be able to obtain them with promptness. This was the foundation of the chemist's business.

"Ethicals" in this country were conditioned to trade through the National Health Service — an unusual, if not unique, phenomenon; a trade through a Government agency almost exclusively.

Mr Sparrow suggested that this was going to be a very important fact in the case.

When the hearing continued on Wednesday, Mr Sparrow said that rpm was the economic basis of the drug distribution system in this country and was necessary for a high standard of distribution of pharmaceutical products.

Profits were not unduly high, said Mr Sparrow. If there were undue profits being made in the industry, then it followed that Ministerial action would have long since been taken.

The arrangement allowed for a distributors' margin of 50 per cent, and that had remained a constant feature of the voluntary price regulation scheme.

This elaborate scheme had been carefully worked out, and had been running for some time.

The ultimate test of the competitiveness of the industry was not the movement of prices alone, or anything else alone, but efficiency. The hearing continues.



# PROFESSIONAL NEWS

Sherwood Region's first conference debates 'Whither pharmacy?'

## Education: the keystone of pharmacy's future

Modern experiments in education that include examinations where students choose their own questions and provide their own answers, were mentioned by Professor M. W. Partridge at the Sherwood Region of the Pharmaceutical Society's conference held at Nottingham this week. He believed that the technique of examining students was first put forward in 1643 and it was surprising how little was known of the system.

In the pharmacy department of Nottingham University, a number of experiments were being considered, eg, in the forensic pharmacy examination an attempt was made to provide the same conditions as occurred in practice to avoid the mere recital of a memorised list of facts. It was essential, he said, to ensure the examination bore some relation to conditions in the pharmacy. At Nottingham they had also studied the possibility of using pre-published examination papers, the students being given the questions six to ten weeks before in order to give them an opportunity to investigate the questions on a broad front.

Professor Partridge pointed out that there was quite a "feed-back" from examination answers. They tended not only to show where there were serious gaps in students' knowledge but also their special interests. Practical work was, however, very sensitive to extraneous factors and it was probably more useful to rely on course work. In spite of their educational experimentation, he felt that the examination would remain, although its contents would change.

At Nottingham, they aimed to provide a basic education to produce the "generalist" not the "specialist." Entrants to pharmacy were among the best of the applicants to the university and the members of the pharmaceutical staff hoped to inculcate the habit of inquiry amongst students in order to enable them to recognise problems both in and out of pharmacy. The curricula for pharmacy students would continue to change and one great problem was the "catastrophic growth" in the rate of knowledge.

Professor Partridge opened the session that was considering the education of pharmacists and the development of hospital and industrial pharmacy. It created problems not only for those who had to teach but also for those who prepared the syllabus and those who were examined.



## A view from industry

MR N. HERDMAN, director, Pharmitalia (UK) Ltd, dealing with industrial aspects, pointed out that industry was the prime force in the country's prosperity. Pharmacy presented a good example of the general British attitude to trade. The vicissitudes of the general body of pharmacy had had, and were having, their effect on pharmacists employed in industry. Some pharmacists had obtained key positions in pharmaceutical companies but that feature that was likely to convey him to a key position of leadership was paradoxically the feature also likely to condemn him in the eyes of many British industrialists to a secondary, subservient position.

It was the pharmacist's twin interest in science and commerce that was most likely to perplex his contemporaries in Great Britain where retail trade was "outside the pale." That general opinion of pharmacy damaged the prospects of pharmacists in some industrial companies. In his opinion all pharmacists must share the basic technical education, and he believed that the selling of pharmaceuticals, like their manufacture, was basically a technical job. "Know your product" was half the job of selling. It was vital, if pharmacy was to continue as a separate specialist group in society, that an increasing number of pharmacists reached general policy-making management.

Mr Herdman continued: This would be a logical accompaniment of the Technical advances which continued to be made in pharmacy. It would, pleasantly enough, be in the historic tradition of pharmacy.

Mr Herdman stated pharmacy was no more than a small segment of society and he asked whether it had any right to expect to continue as a separate discipline. There could be no doubt as to its specialised character nor of the contribution that

*An interlude: Mr J. Wright and Mr J. Phillips in a private debate*

pharmacists were making to the education of their profession.

It was remarkable how the theme of the education of pharmacists had remained technical and it was even more remarkable in the face of so many opposing interests how pharmacy had often kept abreast, sometimes ahead of the sciences on which the art of pharmacy was based.

## The hospital approach

The next paper was by MR E. J. FITCHETT, chief pharmacist, Leicester Royal Infirmary, and a member of the Noel Hall committee. He briefly reviewed the committee's findings. Due to the decline in extemporaneous dispensing, the hospital pharmacists' role would change to that of a manager and advisor. One of the main points of discussion on the Working Party Report, appeared to be the relative importance of those two functions.

Management, meant different things to different people and his interpretation was that all pharmacists in the present senior and deputy grades needed management training, "which must be postgraduate," to enable them to cope with their sections and the problems of dealing with people. Departmental heads on the other hand, needed management training at a different level to enable them fully to participate in the much larger organisation involving the many disciplines in the service as it was at present organised and even more so to equip them for the service as it would develop.

A pharmacist's education equipped him in formulation, dosage and identification of drugs. Drug costs and sources of supply were learnt in practice, but his knowledge of disease processes needed expanding to enable him to co-operate fully with clinicians in the provision of a drug informa-



in service so that he could suggest alternative treatments for diseases with an awareness of the possibility of drug interactions, contra-indications and side effects.

Mr Fitchett believes that a newly qualified pharmacist needed two years' experience before he could be expected to make his full contribution to the work. "He will come to the service with some knowledge of the pharmacological action of drugs, but probably inadequate knowledge about normal disease processes, and less about the surgical procedures to which patients are likely to be subjected and the anaesthetic techniques which will enable these procedures to be carried out."

There was room for discussion as to how much of this can be included in the already overcrowded syllabus and how much should be acquired after registration.

There was no doubt, that both inside and outside the hospital service, side effects of drugs were inadequately reported and that consideration should be given to the part the pharmacist could play in that connection, due to his participation at ward level. Mr Fitchett then referred to the value of postgraduate courses. "We are fortunate in this region in having both the School of Pharmacy of the Nottingham University and the City of Leicester Polytechnic whose staffs have put on courses designed to benefit pharmacists employed in the service. These courses varying from a week to a fortnight in length have covered quality control, radiopharmaceuticals, pharmacology and pharmaceutical technology."

Loughborough University of Technology are putting on their second management training course this year, lasting a fortnight for departmental heads and also a weekend at the Regional Training Centre in Sheffield for senior and deputy chief pharmacists.

There was a great need to recruit staff who were prepared to make a career in the service.

Referring to the re-structuring suggested in the Noel Hall Report, Mr Fitchett said this is going to need patience and tolerance and careful thought by all those

involved . . . What is achieved will depend on pharmacists themselves to a considerable degree."

When presiding over the afternoon session Mr A. Howells, President, Pharmaceutical Society, said that pharmacists would not be master of developments in the practice of pharmacy in the 1970s unless they achieved the professional unity which eluded their predecessors. "For as long as our members are content to see unity as a will o' the wisp which can never be secured, the path of progress—the development—of our profession will be slow, hard, and often painful."

But before adopting any major pharmaceutical policy, and certainly any policy which decided the development of general practice, the Government would wish to know whether it was endorsed by the other representative bodies within pharmacy. "Is the profession speaking with one voice? This is the question to which the Government quite properly want to know the answer. Need I say more to emphasise the need for unity — the need for speaking with one voice in promoting development in the 1970s?"

## Pharmaceutical professionalism

The first speaker, Mr J. Phillips, then gave his paper on the theme: "Possible developments in the practice of pharmacy in the 1970s." He suggested that pharmaceutical professionalism can be summed-up, in the statement: "I am responsible for the medicines I supply, in so far as it is within my power to affect the issue."

Just how much was within the pharmacists' power depended on many things, but primarily on how much knowledge and experience (of the right kind) he could manage to accumulate upon which to base his judgments. But that was not all. It was not just a matter of proficiency or of passing examinations. Professionalism was the force which demanded maximum proficiency where it mattered most.

By his definition, professionalism must be dominant. So often, today there was a sort of watered-down pseudo-professionalism which (because of its limited scope)

appeared to be compatible with commercial interests.

"But in the watering-down process it has lost touch with the true professions. I do not believe that it is possible to find a single definition for professionalism which would be fully acceptable to both the professions and to commerce. You cannot have it both ways. Hence the controversy and the low status of general practice pharmacy today. It is neither one thing nor the other."

There was certainly a lack of understanding of professionalism among graduates entering general practice today. Perhaps the great strength of the pre-graduate practical training was the professional enlightenment of the pupil.

There were profound changes taking place in pharmacists' relations with others. "There is a sort of love-hate relationship developing between pharmacists and doctors, which requires our urgent attention."

At the same time, there was an enormous gap opening up between the doctor and the patient, due, in some measure, to the introduction by the doctors of "outer office medicine," "treatment by telephone" and "prescription by post" techniques. It is quite commonplace today for the doctor and the patient not to meet for months on end — even while quite potent treatment was being maintained, he said.

"The present tide is towards a stereotyped and highly regulated service heavily dependent on commerce and dominated by a service which even at the best would be much better described as 'ethical' rather than 'professional.' One can foresee the day when there will be a rule for everything, and the pharmacist will be little more than a highly-trained robot, working from premises indistinguishable from those of the local delicatessen, the sub-post office or the local drug store."

The Medicines Act would, no doubt, cause many pharmacists to re-assess their responsibilities, their standards and priorities. In particular, the professional elements in counter-prescribing must be examined and understood, and policy towards advertised medicines must be re-considered (having regard to those of doubtful value, those that conceal their true nature and those that present some hazard through blatant packaging or promotion.) It was not enough for pharmacists simply to comply with the law in such matters. Pharmacy must superimpose its own professional influence on the market, and must be seen to do so.

The Society's recent statement on "supervision" must not be allowed to rot in the "pending file," he declared.

Group practice must be re-considered, yet again, if local conditions suggest it. This time, however, it must be considered from the professional viewpoint and not simply as a business merger. It is the pharmaceutical needs of the area which should be properly assessed and action taken on that basis.

"More *must* be done to encourage the public to value the less tangible elements of the service we provide," Mr Phillips concluded.

Break for tea. Mr J. Ross and Mr A. Howells



Continued on page 529

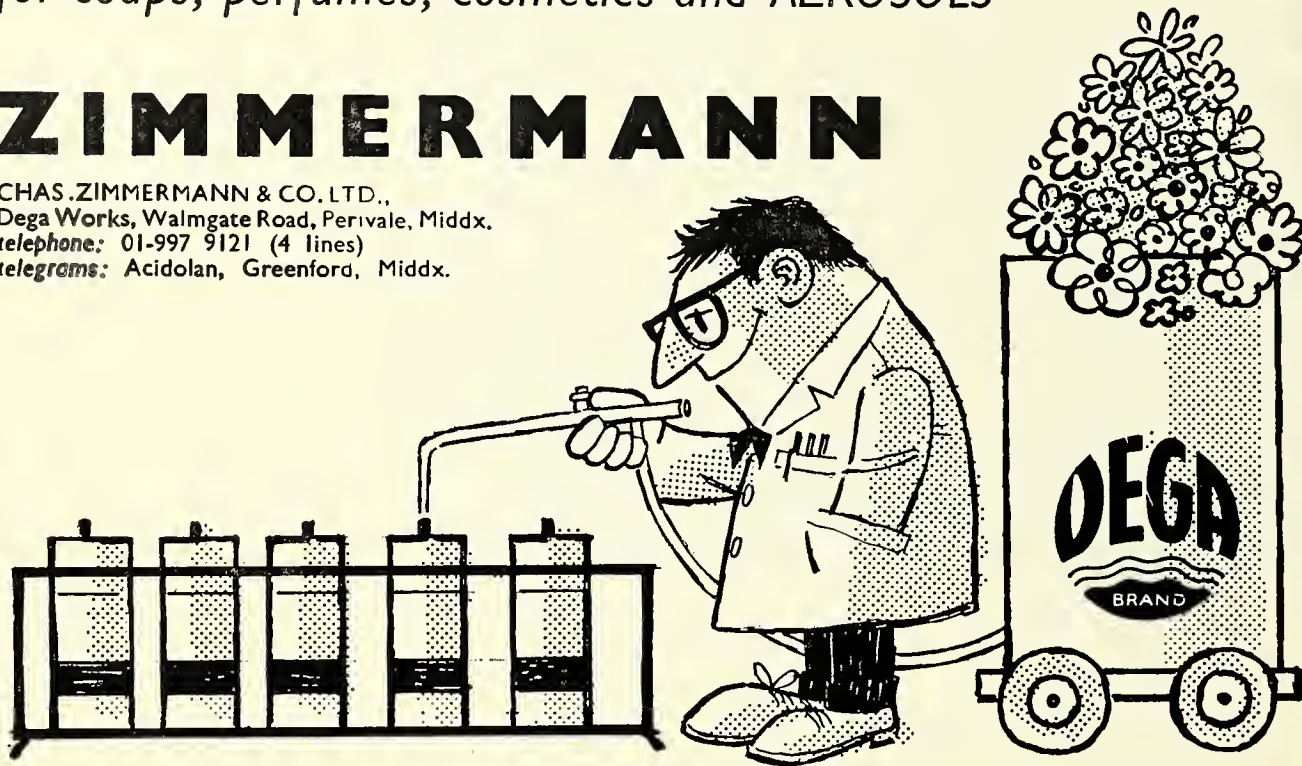


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Sherwood Conference continued from page 525

## No pessimism needed here

In his paper, Mr J. M. T. ROSS, chief pharmacy superintendent, Boots Pure Drug Co Ltd, declared he had no pessimism at all about the future of his own organisation and on further consideration he could not see why pharmacy in general should not share that same optimism and an assured future.

There was a real demand from the public for the service provided by the traditional pharmacy. It followed that a pharmacy which provides that traditional service must have a future.

It was obvious that there were too many pharmacies. Far too many of them were too small to produce a suitable living standard for their owner. Too many pharmacies existed as slaves to a particular medical practice.

### Four main problems

The four main problems that were going to affect the future were: The increasingly competitive retail situation; The growth of the health centre and group practice concept; new legislation under the Medicines Act and resulting from the proposed re-organisation of the Health Service; and "of course," the Common Market.

The results of the first two are already apparent. Small pharmacies have started to close down at an increasing rate and that was a trend he expected to continue in the years ahead. "Eventually I would expect to see many fewer larger pharmacies — much more independent of the medical profession but providing a very much better proposition from both the status and the financial point of view for the pharmacist who in the future elects to go into general practice."

There was no doubt that the shopping centre or high street was a much less comfortable place than it used to be, but it was vitally important that private pharmacy should accept the challenge of the shopping centre along with the multiples.

That there is a demand for a pharmacy's services he had no doubt and proprietor pharmacists must be prepared to take the plunge on a suitable scale. There was still room for the specialist with his unique range of merchandise, service, and experience.

"If I was a private chemist I would let the multiples slog it out with the supermarkets and would, I am quite sure, find some sphere in addition to dispensing in which to specialise and on which to base my business, and I would concentrate on developing the trading side of my business to reduce my reliance on dispensing. In dispensing you have only one customer and that a capricious one—the Government. If more than one-third of my turnover was dispensing I would feel very vulnerable."

The main disrupting effect of a health centre arose when it was imposed on an established area throughout which medical practices and their slave pharmacies

were scattered in the old pattern. Then the impact of the centre could be quite dramatic as small pharmacies—much too dependent on dispensing in my view — found that their business was gone.

"This is the situation which gives rise to the call for control of pharmacy opening — limitation of contract and all the rest of it. I am opposed to control — quite simply because I think that as a cure it would be worse than the disease."

There was a good, profitable and secure future for pharmacy as long as it was left alone to develop naturally and to change its face to meet the changing fashions. "I am particularly apprehensive about control of NHS contracts—at the moment every pharmacy can dispense NHS scripts it wishes to do so. The customer for NHS dispensing is the patient—but the person who pays all the bills is the Government. Rightly so in general terms this NHS dispensing service must be procured by the Government as cheaply as possible—it would be an irresistible temptation to the Government to refuse contracts to high cost pharmacies and then to offer monopoly situations for tendered contracts—if that is what the advocates of limitation want—I don't."

He thought it would be shortsighted to produce a weapon for dealing with what was transient but which could be used in the future by an economy-minded Government to really cause havoc.

### Leap frogging

He had no objection to the movement of pharmacies towards health centres (leapfrogging) but as a pharmacist he had been appalled by the conditions under which some leapfroggers have been prepared to operate a pharmacy.

"Will the large multiples destroy small private pharmacies?" The answer to this, I think, is quite emphatically 'No.' The large multiples have developed a quite distinct pattern of trading and are regarded, as surveys have shown, by the public as something different from the usual concept of a chemist shop.

Private pharmacy by its very nature on a personal service basis enjoys many advantages over multiple pharmacy and these advantages will by themselves be sufficient to ensure their continued existence."

In the final paper of the afternoon Mr J. WRIGHT, secretary NPU, said the setting up of health centres and group practices had caused alarm.

There had been pressure for limitation of pharmacies. Before the necessary legislation could be secured it was essential that any scheme must be shown to be clearly in the public interest and not merely a device for protecting existing businesses. And any scheme must be agreed by all sections of retail pharmacy, multiple, co-operative and private, before it could be put forward. The approach of the Department to the Pharmaceutical Society document dealing with the planning of a pharmaceutical service in rural areas was disappointing.

There had been no enthusiasm on the part of Mr Crossman to recognise the right of the pharmacist to dispense for all

patients in rural areas.

Substantial increases in NHS remuneration were being sought by some. It was relevant to recall that a permanent secretary of the Ministry had said that there could be no large increases in the amount spent on the National Health Service unless there were corresponding improvements in the service provided.

There was pressure in some quarters for the pharmacist to adopt an advisory function on health matters; until the pharmacist was recognised by the medical profession, the public generally and, of much more importance, by the Government as a member of the health education team, there seemed to be no possibility of his being paid for such advisory services.

The considered opinion of the NPU executive committee was that the interests of the public would best be served in future by their having access to traditional retail pharmacies. The large multiples would flourish in the high streets and the new shop precincts. Traditional pharmacies would also flourish but there will be fewer of them in ten years' time.

### Discussion

Answering a question on rural dispensing, Mr WRIGHT said that upwards of 2,000 doctors received an income from dispensing and they wanted to hold on to that income. He believed that the majority could be encouraged to give up dispensing if their income would not be affected. However, not all pharmacists in rural areas were prepared to take on the extra dispensing that would become available. Some did not want the additional responsibility and others were not in a position to deal with the extra prescriptions.

Another member asked how the educationalist should tackle the blending of commercialism and professionalism. Mr WRIGHT believed that sandwich courses were likely to be the best solution and talks were being held so that teachers could see how that could best be done. Mr ROSS supported that view and said he would like some universities to teach basic managerial concepts.

Mr ROSS agreed with another member who said it might be worthwhile to have a rule preventing a qualified person from taking complete charge during the first year he was on the register. Mr ROSS added that he thought it was desirable to avoid such a person being continuously in charge but it was essential to give him some opportunity to acquire experience of responsibility during shorter periods.

When a member asked how it was possible to get unanimity within the profession, Mr PHILLIPS pointed out that members had a common ground in the professional aspects of their calling. Mr. ROSS said that they had moved a long way during the recent period. There had been more discussions and problems had been exposed. He would not pretend there were no differences of opinion but the differences were becoming less.

Mr WRIGHT suggested there was need for a long-term public relations programme, the first duty of which would be to get the profession together, and then tackle the education of the public.



# LETTERS

## Refusal to dispense: Xrayser replies

Mr J. P. Bannerman has taken me to task for my recent comment on a passage from his address at Birmingham, (last week, p 471) but in his desire to vindicate the statements he made, he resorts to "disagreeing absolutely" with things I did not write. He states that I said it was irrelevant that I had never been in contact with a doctor who abused the trust which society placed in him.

My words were, in fact, that it was "perhaps irrelevant to say that I had never been told by a doctor to mind my own business." He writes, further, that I believe that if the pharmacist has confirmed the prescription with the doctor, that should be an end of the matter. Mr Bannerman again has not read my remarks with sufficient care, for he is widening his field from the particular to the general.

What, in fact, I was dealing with was the example he himself quoted, and it was with regard to his own example that I made the remark he has now distorted. Mr Bannerman refers to his one point of agreement with me when I stated that the matter called for a great deal of thought. What, in fact, I wrote was that Mr Bannerman's advice called for a great deal of thought. My reference, described as "gratuitous" by your correspondent, to the fact that he is chairman of the Society's Law Committee is taken by Mr Bannerman as a suggestion that, as such, he should know better.

What I meant by the remark was that a statement of the kind he made, advocating the endorsement of the prescription with the words "Refused to dispense", stamping it and signing it, might be regarded as having more authority, because of his position, than apparently it had. For Mr Bannerman now says of the general situation, if I take his meaning clearly, that he feels it is vital that, before any pharmacist takes that action, certain steps (unspecified) must have been carried out, and only then could we expect uniform standards of responsibility in that matter of professional conscience.

Xrayser

## Effective action

I was interested in the argument between Xrayser and Mr J. P. Bannerman (last week page 471) regarding the action to be taken when faced with a prescription for 24 Drinamyl tablets at three-day intervals, because I have previously dealt with similar situations which arose with regard to the prescribing of heroin.

One has sympathy with Mr Bannerman in feeling that, should he dispense the prescription, he would not be fulfilling his obligation to society. Equally, Xrayser's strictures regarding interference in the doctor-patient relationship, are valid. Let

us carry Mr Bannerman's chain of hypothetical circumstances (page 357) further and assume he endorses the prescription "refused to dispense." There are two situations which may obtain; the prescription has been issued correctly by a conscientious prescriber, or has been issued by a "rogue" doctor guilty of overprescribing. In the former case Mr Bannerman has placed himself in an invidious position, in the latter, the patient would no doubt return to his doctor and get a new prescription accompanied perhaps by the advice to "spread his 'scripts around a bit." The opportunity of detecting a possible overprescriber quickly would be lost.

May I return to actions taken by me when faced with the over-prescribing of heroin. Firstly I ensured the prescription was genuine and issued in the full knowledge of the prescriber, secondly I dispensed it and thirdly I reported the facts to the Home Office, which was in a position to take further action.

This, then, provides a clue to the *effective* action which Mr Bannerman can take, that is, to press for the setting up by the Pharmaceutical Society and the General Medical Council of a joint committee which could deal with complaints of the type discussed and could effectively police the prescribers concerned.

In this context it is interesting to note that Mr Bannerman's colleagues in the working party have already suggested steps which might be taken to implement this proposal (C&D March 21, p 387) by the use of duplicate prescriptions for drugs of abuse.

I. S. Benjamin  
Biggin Hill, Kent

## CAG accounts

I read with interest Mr Millward's letter (last week, p. 471) in which he cleverly diverts the focus away from the CAG balance sheet (he now calls it "the list of figures") to a piece of self-admiration in having predicted that health centres could be built in which the pharmaceutical service would be provided by non-pharmacists.

Mr Millward seems to relate the Bidford-on-Avon situation as a direct criticism of Council for not making out the case for pharmacy during the passage of this Bill through Parliament. Does he imagine that the Council of the day just sat back and watched this Bill's progress without any attempt to bring the interests of pharmacy and pharmacists to the forefront? Perhaps, of course, Mr Millward believes that when the Pharmaceutical Society has spoken then what they say should and will go on to the Statute Book.

I now re-focus on the CAG balance sheet. If my memory serves me correctly, Mr Blum, the then chairman of CAG, did not deny the *Daily Telegraph* report which stated that they had some 3,000 members. Assuming that your subscription is £1 per head then the balance sheet as published needs some explanation, Mr Millward.

It is also the right of a member to expect that each candidate for whom a vote is cast has a good and thorough basic background from which to develop into an

efficient and successful member of Council. With a body which has three of its members elected to Council one would expect that the body's balance sheet should at least resemble a balance sheet and be beyond criticism.

I repeat that Messrs Blum, Millward and Burke-Jones should hang their heads in shame.

John B. Grosset  
Edinburgh

## Health Centre queries

I was interested in Mr Maddock's idea that pharmacies should be sited in health centres reported in the C&D last week (p 461).

This seems to me to raise more problems than it solves. Mr Maddock is quite happy to see the closure of a dozen or more pharmacies; who then is to compensate the owners for their loss of goodwill and how do they dispose of their stock? Many of those involved may be of retiring age or thereabouts and they may not wish to partake of any partnership in a health centre.

I cannot see how you could accommodate several pharmacists in a health centre all with a stake in the returns, if any. It cannot be compared with a group practice of doctors who are salaried and whose split up of the "takings" is more easily arrived at.

If we grant the proposition what then is the *raison d'être* of the Pharmaceutical Society, other than to register one's name on qualifying? Not that the Society in my view has much effect on the practice of pharmacy. It certainly offers us little protection against the machinations of Government and local bodies in determining the future pattern of pharmacy.

There is substance in Mr Millward's view that once the health centre is established it won't be long before we get the pre-packed, pre-labelled container dishes out by a health centre nurse under medical supervision. The Bidford-on-Avon affair should be a strong enough warning to all of us of what could happen and Mr Millward is correct in underlining Mr Grosset's errors of judgement on health centres.

R. B. Maule  
Edinburgh

## Still fighting

You report in your columns (last week p. 461) a speech made by Mr D. H. Maddock at Grimsby.

According to this report he states that a health centre should automatically have a pharmacy department. He then goes further and says that existing pharmacies should be converted to part-time pharmacies on "free-list" merchandising outlets—in other words, drug stores.

May I assure Mr Maddock that I, and thousands of my colleagues in retail practice, will not willingly submit to our shops and our careers being finished in this way.

Mr Maddock is due for re-election to Council this year. One cannot then doubt his courage, so that we are left to doubt his judgment in such matters.

"Not finished yet"





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make a few more for the money. I don't think they're worth it,  
that specialty makes me... I have serious doubts about them being  
Direct. The place is crowded with every kind of people looking  
I can't find it all her own ideas. All over the place, the things  
I can't find it all her own ideas. All over the place, the things  
from his experiences on his eyes. The make-up  
different colors for small eyes, like Elnor for the  
look look women. "Lover Lindenberg" she said  
then work. The girl we used to wear those  
I don't feel nervous without them."

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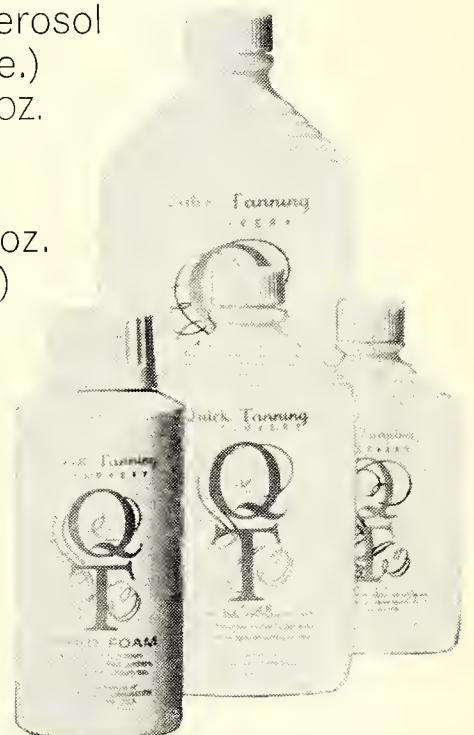
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**very  
soon**

They are Mobbsmiller's range of exercise sandals for the whole family. Super beechwood sandals with hard-wearing micro-cellular soles, leather or suede straps. Made in a variety of styles, heel heights and strap colours.

Attractively packaged for eye-catching shelf or counter display with free point of sale material.

**Mobbsmiller exercise sandals retail in the 35/11 to 49/11 price range\***

Mobbsmiller exercise sandals are designed and made in Britain. That means there are no problems with instock and delivery service.

Make no mistake—the quality is second to none. But they cost less, to you and to your customers.

National advertising to support your sales will appear April-July in Annabel, Flair, Honey, My Weekly, She and Mother. You can still take advantage of Mobbsmiller's quantity discount scheme—and there are special introductory offers: your local Agent will give you full information.

\*Not applicable to Northern Ireland.

For further details contact:  
T. J. Freer, Director, Sandals Division.

**mobbsmiller limited**

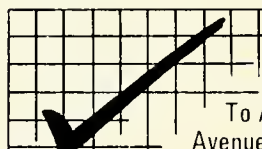
Arthur Street NORTHAMPTON NN2 6EQ  
Telephone (0604) 31804



Our **sales** stand means just that. Sales.

If you haven't already got one — *now* is the time to ask 'Why not'. And the time to ask yourself if you're stocking enough Aronde cosmetics and toiletries to meet the demand! There's a wide wonderful range that will push your sales (and profits!) sky high. A range that's used by the top salons and top models. They can't be wrong. But they still watch 'value for money' . . . they know that although Aronde is *not* expensive, it's as good as many of its *expensive* counterparts. That means more customers! That means more sales. Which is what we said at the beginning!

**aronde** If you want to know more about Aronde and *your* success story — just post this coupon for one Aronde representative and one *free* Aronde sales stand!



Please send my local Aronde representative without obligation.

To Aronde Laboratories Ltd., Sherbourne Avenue, Ryde, Isle of Wight. Tel: Ryde 3761

Name .....

Address .....

CD/11/4G



# NEW PRODUCTS AND PACKS

## Over-the-counter medicinals

### Soluble Aspro

Nicholas Products have introduced a new soluble analgesic under the name Aspro Soluble (3s 4d). The product is said to be the result of a two-year development programme.

The new product dissolves quickly "and cleanly" in water, leaving no floating lumps of undissolved tablet. And, it has a refreshing, slightly citrus flavour which enhances palatability.

The new brand is being launched as a companion product to Microfined Aspro and is not meant to be a replacement. It is intended to sell both products side by side. The new launch is being supported by the largest advertising and promotional programme the company has devised in recent years.

Soluble Aspro is packed in a carton containing 24 foil wrapped tablets.

(Nicholas Products Ltd, 225 Bath Road, Uxbridge, Bucks.)

### Treatment for Dandruff

Capitol is Dermal Laboratories latest development for the treatment of dandruff. It has a unique formula combining a cationic quaternary germicide, benzaldehyde 0.5 per cent, with an anionic foaming base. The company warn it is advisable to prevent the shampoo getting into the eyes. Pack is 120 g jar. (Dermal Laboratories Ltd, 247 Grays Inn Road, London WC1.)

## Cosmetics and toiletries

### Orlane products for the eyes and lips

Orlane have added a frosted eyeliner (31s) to their range. It is offered in two shades, Dahlia and Anemone, designed to blend with the company's special make up design for the spring. The Anemone range is for darker complexions, while the Dahlia make up is to enhance light complexions and pale eyes. Lipstick cases give rise to the description of the Dahlia and Anemone range. (Distributors: Sirex Ltd, 125 High Holborn, London WC1.)



## Now made in Britain

Mitchum preparations, hitherto manufactured in America are now being prepared in and exported from Britain. The original Esoterica (35s) is said to fade weathered brown age spots and also serves as a foundation cream. Fortified Esoterica (49s) is for weathered skin requiring more positive action being "three times as effective" as the original. Both in 3 oz containers.

The company are also issuing Mitchum antiperspirant liquid in 1 oz container (45s) and Mitchum antiperspirant cream 2 oz jar (45s) (Interfran Product Management Ltd, Sunley House, Bedford Park, Croydon CR9 2DB, Surrey).

## Diabetic Foods

### Canned fruit cake for diabetics

A novel addition to the Rite-Diet range by Welfare Foods, is a 14oz cake (8s 4d). It is baked and vacuum-sealed in an attractive decorated can which has a built-in can opener. This palatable product has excellent shelf life and shows a 50 per cent reduction in carbohydrate content as compared with a conventional cake of similar type. (Welfare Foods (Stockport) Ltd, 63 Higher Hillgate, Stockport.)

## Pest Control

### Bird repellent gel

The bird repellent gel used by Rentokil's pest control division to keep birds off buildings is now available for retail sale.

Particularly effective in preventing pigeons and starlings from perching on ledges, window sills and parapets, Rentokil bird repellent (10s) is packed in tubes each holding 6 oz (170 g) sufficient to treat a 7 ft length.

A winding key is supplied with each tube to ensure even extrusion of the gel which comes from the nozzle as a clear strip a third of an inch thick. It should be placed about  $\frac{3}{4}$  in from the outer edge.

Rentokil bird repellent does not harm birds but yields under their weight, causing them to move away from treated areas. The tubes are packed in display outers of 1 dozen. (Rentokil Products Division, Kirkby Industrial Estate, Webber Road, Kirkby, Liverpool L33 7SR.)



## Insecticide puffer pack

Cooper, McDougall & Robertson Ltd, have introduced this month a "safe" insect powder (3s). The puffer pack contains pyrethrin, that can be used in homes, gardens, greenhouses, food premises, and also on pets, such as dogs, cats and birds with complete safety. It will control cockroaches, steamflies, beetles, wasps, flies, fleas and lice and garden pests.

Cooper's believe that with the marked increase in the incidence of fleas and other parasites, and the recommendations that DDT should be withdrawn, there is likely to be a greatly increased demand for an alternative insecticide preparation.

The puffer pack contains 85 g. The trade pack is a case of 12. (Cooper, McDougall & Robertson Ltd, Berkhamsted, Herts.)

## Sundries

### Disposable wear

Maws Pharmacy Supplies Ltd announce that they are to sell a new range of disposable briefs (11d) and bikinis (9d). Called Undercover Girl, the briefs are in sizes which will fit up to a 40 inch hip and the bikinis in sizes which will fit up to a 38 inch hip. Both are issued in display pack of 36. The colour range includes white, blue and white and pink and white, with a new and very fashion-conscious floral design in one of the bikini range. Maws Pharmacy Supplies Ltd, Aldersgate House, New Barnet, Herts.

### Electric deodoriser

The Airbracer electrostatic smell killer/air purifier (£6 19s 6d) is said to be capable of removing efficiently and silently all unpleasant household smells. The size of a small transistor radio, the fully sealed unit requires no attention. (O-Three Instruments Ltd, Balfour Road, Weybridge, Surrey.)

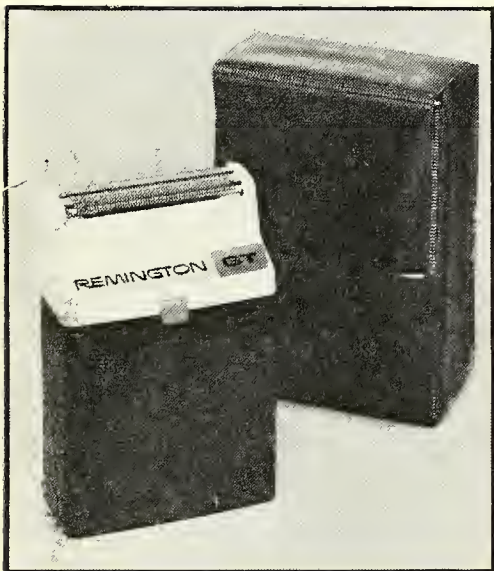


# TRADE NEWS

## New Presentation

The Remington GT battery-operated shaver (£6 10s) is now being offered with a compact travel pouch designed to protect the shaver while it is carried in a car glove box or briefcase.

The Remington Electric Shaver Division, Sperry Rand Ltd, Apex Tower, Malden Road, New Malden, Surrey, point out that the Remington GT has a large twin shaving head fitted with newly-



developed RE 10 blades which allows closer, quicker shaves without causing facial discomfort. Two comb-guides are included on the shaving head, one of which lowers to provide a clean cutting edge for sideboard or moustache trimming.

## Renamed

Carlton Laboratories (UK) Ltd, 11 Shelley Road, Worthing, Sussex, announce that Carlton NK suspension, is now being issued under the trade mark Carmyein.

## Johnson Wax in deodorant market

Johnson Wax have announced that they are to enter the £9 million deodorant market with a new anti-perspirant product called US.

The Johnson product is designed to appeal to both men and women, hence the name US.

US, which is a deodorant and an anti-perspirant, is at present being test marketed in the Southern television area.

## For grey or white hair

Belle Argent shampoo hair colouring is now being offered in two new shades for grey and white hair. There is Moonstone, a delicate silver blue and Grey Iris, a soft pearl grey.

Belle Argent is a semi-permanent



colouring cream packed in a tube (7s 9d). (Golden Ltd, Berkeley Square House, Berkeley Square, London W 1.)

## Bonus offers

Fulford Williams (International) Ltd, Cornwall Road, Hatch End, Middlesex. Snug. 12 invoiced as 11.

Tampax Ltd, Dunsbury Way, Havant, Hants. Tampax 40. 9s. bonus on each 36. (Until May 1).

E. C. De Witt & Co Ltd, Seymour Road, London E 10. Placidex 3s. 13 invoiced as 12, 42 invoiced as 36. Placidex 5s. 14 invoiced as 12.

Golden Ltd, Berkeley Square House, Berkeley Square, London W 1. Belle Argent. 12 invoiced as 7.

Total Beauty Ltd, 89A High Road, London N 22. Spray Away. Display bonus. 13 invoiced as 12 plus parcel discounts. (Until April 30).

Armour Pharmaceutical Co Ltd, Hampden Park, Eastbourne, Sussex. Bidrolar 100 ml. 30 invoiced as 20.

H. & T. Kirby & Co Ltd, Mildenhall, Bury St Edmunds, Suffolk. 10 Day Slimmer. 48 invoiced as 36.

*New Complan point-of-sale display items—window centre piece (left); dumper unit (centre) and counter unit (right). Available from Glaxo Laboratories Ltd, Greenford, Middlesex*



## PROMOTIONS

### Big local push for NPU goods

Next Thursday, April 16, sees the launch in Bournemouth of a co-operative advertising campaign by NPU members. Spurred by the head of the campaign is a full-page advertisement in the local newspaper urging readers to shop at their NPU chemist. This launch advertisement will be followed by a further 23 weekly inserts promoting the value-for-money and quality of NPUM products. Sixty members in the area have each contributed £15 to the campaign funds.

On April 23, the same thing will happen in Bradford. Again a big full page launch the campaign, although in this instance the duration will be three months.

Both campaigns were initiated by local branch committees, whose enthusiasm for the NPUM products scheme has an aggressive intent to promote independent pharmacy, has now persuaded other members within the branches to contribute to the advertising funds.

Executives from NPU Marketing Ltd attended committee meetings in both areas and promised their full support, and service of their advertising agents, in developing and running the campaign. To ensure adequate stock levels and delivery services, area representatives will be completely involved in the schemes right from the start.

In fact, everything has been done to make sure that the members who have put their own money into the campaign will just rewards on their investments efforts.

The first campaign of this kind was initiated by the NPU's Wigan Branch in 1968. Sales results of that campaign, based on a statistically significant sample of participants, were considered "satisfactory."

Mr H. C. Watkins, chief marketing executive, NPU Marketing Ltd will be visiting Bournemouth on April 14 to brief members and their staffs on detailed plans for the campaign. A similar meeting will be held in Bradford on April 21.

## ON TV NEXT WEEK

Ln = London; M = Midlands; Lc = Lancashire; Y = Yorkshire; Sc = Scotland; WW = Wales West; So = South; NE = North-east; A = Antrim; U = Ulster; We = Westward; B = Belfast; G = Grampian; E = Eireann; CI = Channel Islands

Askitt: Sc, B, G

Aspro Soluble: All except U, E

Elastoplast Airstrip: All except E, CI

Imperial Leather Soap: All areas

Lempak: Ln, M

Radox: All areas

Steradent: All except NE, We, E, CI

Trufood baby milk: M, Lc, Y, So

Vosene: All except E, CI



# COMING EVENTS

## Sunday April 12

**International Display Market Week**, Grosvenor House, Park Lane, London, W.1. Until April 15.

**Yorkshire Regional Committee, Pharmaceutical Society**, Langwith College, University of York, Heslington, York, at 10.30 am. Regional conference. Speakers include Mr R. G. Worby (North-east London regional committee), Mr W. A. Beanland (a member of Council) and Mr S. Blum (Chemists' Action Group).

## Monday April 13

**Wakefield and District Chemists' Association**, Postgraduate Medical Centre, Chase Farm Hospital, at 7.45 pm. Illustrated talk on "Cacti and succulents."

**Croydon Branch Pharmaceutical Society**, Croydon Medical Centre, Mayday Hospital, West Croydon at 8 pm. Dr P. Catherine Legg on "Anti cancer drugs". (Cars in main car park Mayday Road.)

**Plymouth Branch, Pharmaceutical Society**, Board room, Greenbank Hospital, Plymouth, at 8 pm. Annual general meeting.

**Retail Alliance**, Adelphi Hotel, Ranelagh Place, Liverpool, at 7.30 pm. Decimalisation meeting.

**Retail Alliance**, Caledonian Hotel, Watford, at 7.30 pm. Decimalisation meeting.

**Southampton Branch, Pharmaceutical Society**, Postgraduate Medical Centre, General Hospital, Southampton, at 7.30 pm. Annual general meeting.

**South Shields Pharmacists' Association**, Grey Horse Hotel, East Boldon, co Durham, at 8 pm. Annual general meeting.

## Tuesday April 14

**Bournemouth Branch, National Pharmaceutical Union**, Postgraduate Medical Centre, Boscombe, at 7.30 pm. Mr H. C. Watkins on "Bournemouth campaign launch."

**British Institute of Management**, Rougemont Hotel, Exeter, at 9.30 am. Seminar on "Recent trends in retail distribution."

**Ipswich and Suffolk Branch, Pharmaceutical Society**, Postgraduate Medical Centre, Anglia Road, Ipswich, 7.45 pm. Dr Clive Jolly on "Modern developments in anaesthetic drugs."

**Retail Alliance**, Joshua Taylor & Co Ltd, Bridge Street, Cambridge, at 7.30 pm. Decimalisation meeting.

**Retail Alliance**, Angel Hotel, Bridge Street, Peterborough, at 7.30 pm. Decimalisation meeting.

**South-eastern Metropolitan Branch, Pharmaceutical Society**, Medical Centre, London Hospital, London, SE 13, at 8 pm. Dr F. Spicer on "The social consequences of the oral contraceptives."

**West Midlands Branch, National Pharmaceutical Union**, Tipton Arms Hotel, at 8 pm. Mr J. H. Smith (a member of the Executive) on "The N.P.U.; its services and its future growth."

## Wednesday April 15

**Irish Pharmaceutical Students' Association**, College of Pharmacy, Ballsbridge, Dublin, at 8 pm. Professor John McKenna, on "Psychological theory and educational change."

**Retail Alliance**, Grand Central Hotel, Belfast, at 7.30 pm. Decimalisation meeting.

**West Cumberland Branch, Pharmaceutical Society**, Fairfield Restaurant, Station Street, Workmouth, at 7.30 pm. Annual meeting.

## Thursday April 16

**East Kent Branch, National Pharmaceutical Union**, County Hotel, Canterbury, at 8 pm.

Mr E. Steadman (Superintendent Wakefield No 2 Pricing Bureau) on "Pricing Your Prescriptions."

**Bolton Pharmaceutical Association**, Bolton Medical Institute, Royal Infirmary, Bolton, at 7.30 pm. Annual meeting.

**Cheltenham Branch, Pharmaceutical Society**, Boardroom, Ucal Ltd, at 7.45 pm. Annual meeting.

**Glasgow and West of Scotland Branch, Pharmaceutical Society**, Room G4, Architecture Building, Rottenrow, Glasgow, at 7.45 pm. Annual general meeting and "Pharmacy forum."

**Lanarkshire Branch, Pharmaceutical Society**, Teachers' Training College, Hamilton, at 7.45 pm. Annual general meeting.

**Retail Alliance**, Savoy Hotel, Hill Street, Birmingham, at 7.30 pm. Decimalisation meeting.

**Retail Alliance**, City Hotel, Londonderry, at 7.30 pm. Decimalisation meeting.

**Society for Analytical Chemistry**, Royal College of Physicians, 11 St Andrews Place, Regent's Park, London NW 1, at 10.15 am. Symposium on "Pharmacological screening of new drugs."

**Worthing and West Sussex Branch, Pharmaceutical Society**, Cricketers Hotel, Broadwater, Worthing, at 8 pm. Mr S. W. Rawlings on "Kew in colour throughout the year."

## Friday April 17

**Croydon Branch, National Pharmaceutical Union**, Greyhound Hotel, Park Lane, Croydon, at 8 pm. Mr H. C. Watkins, chief marketing executive, N.P.U. Marketing Ltd, on "N.P.U. marketing in the '70's."

**Society of Chemical Industry, Fine Chemical Group**, at 14 Belgrave Square, London SW 1, at 6 pm. Mr F. E. Rymill on "Production, progress and profitability."

## Sunday April 19

**Anglia Region, Pharmaceutical Society**, Postgraduate Medical Centre, Essex County Hospital, Colchester, at 11 am. Regional conference, "The pharmacist today and in the future."

## Courses and conferences

**Border Region, Pharmaceutical Society**, Red Lion Hotel, Chester-le-Street, co Durham, at 10.30 pm. on May 10. First regional conference. Mr A. Howells, president of the Society on matters of current pharmaceutical import, including health centres and Dr J. R. Donaldson, Medical Officer of Health, Tameside, on "Health centres, with reference to the pharmaceutical service." Fee £1 5s, including coffee, lunch and afternoon tea. Applications to Mr L. R. Renwick, c/o Mawson & Proctor Ltd, PO Box 1 RN, Newcastle upon Tyne NE99 1RN.

**Metrication and Food and Drugs**. One-day conference, on May 18, at The Kensington Palace Hotel, London W 8, chaired by Mr G. Bowen, chairman of the Metrication Board. Full details and enrolment forms from the organisers, LRS Publishers, 48 Notting Hill Gate, London W 11.

**Royal Society of Health**, Eastbourne, Sussex, April 27 to May 1. Annual congress and exhibition. Inaugural address at 11 am on April 27 by Sir George Godber, chief medical officer, Department of Health and Social Security. Pharmaceutical session on "Abuse of drugs and its prevention" takes place at 2.30 pm on the same day. Dr P. A. L. Chapple, medical director, National Addiction and Research Institute, on "How addiction is spreading—the conceptual framework," J. C. Bloomfield, chairman, Committee on Drug Dependence, Pharmaceutical Society of Great Britain, on "The role of the pharmacist," discussion to be opened by the Earl of Longford, chairman, New Horizon Youth Centre.

# Equipment

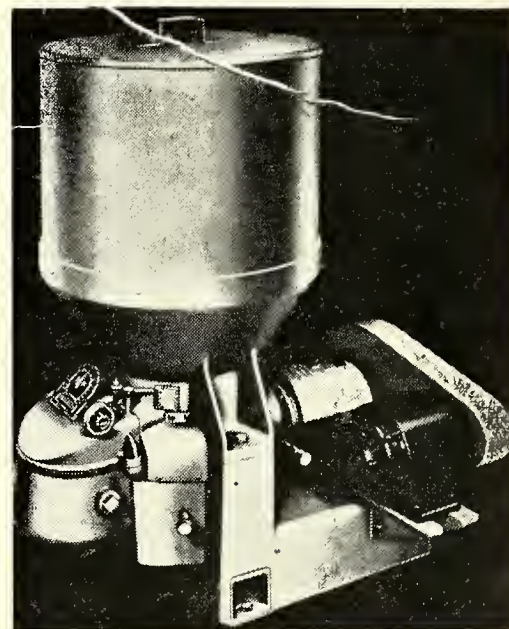
## RT type dry feeder

Paterson Candy International Ltd now have available the RT (Rotating Table) type dry feeder in two sizes each with two different hopper capacities ranging from 2.5 to 16 cu ft.

Where greater storage capacity is required a bulk storage hopper is provided, flexibly coupled to a small hopper on the dry feeder. The operating principle is the rotation of a circular feed table below a stationary feed hopper from which three adjustable knives, extending into the material, deflect a constant volume into a dry feed chute or a vortex mixer below. The amount deflected is determined by the position of the feed knives and by the number of knives in the operating position.

The knives are easily adjustable and the required rate of feed is obtained from a graph provided and indicated on the machine by a pointer on a graduated scale.

Additional details may be obtained from Paterson Candy International Ltd, 21 The Mall, Ealing, London W 5.



## For longer distance instruction

How, at low cost, to send supervisory information or data to a distant point is a problem for which Dynamic Logic Ltd, Chavey Down, Bracknell, Berks, offer a solution. For example, in one works of a chemical manufacturing company operating several plants it is necessary to exercise remote control, and it has been necessary to transmit by radio link, by private land line or by GPO line. Apparatus now offered in Dynamic Logic's type 31 range transfers verbal information and/or recorded data over existing GPO lines wherever a telephone exists and for the cost of an ordinary call. Capital cost of the basic unit can be less than £200, plus 2s per quarter GPO rental. The system can dial-out verbal reports automatically by any number up to 50 brief messages to up to five subscribers.



# MARKET NEWS

## Lemongrass prices easier

London, April 8: Lemongrass oil was easier by 5s per kg both for shipment and on the spot. East Indian sandalwood oil at 275s kg, cif, was also down by 5s. Ceylon citronella was fractionally lower but both the Chinese and Brazilian peppermint oils were dearer by about sixpence per lb.

There was little activity in the crude drug sectors and most prices were repeated. There were no offers of Curaçao aloes or buchu from origin and the spot position remains nominal. Nutmegs and cinnamon quills were easier.

Among pharmaceutical chemicals iron and ammonium citrate granules were advanced sixpence per kg. Phemitone was also dearer than previously quoted.

The Board of Trade are considering an application for the imposition of anti-dumping duties on lactic acid imported from the Netherlands.

## Pharmaceutical chemicals

**Aloin:** 50-kg 118s kg.  
**Citrates:** (Per metric ton for 250-kg lots) **Potassium** £281; **Sodium:** £263. **Iron and ammonium,** BP granular (50-kg) £533 7s per 1,000 kg; scales 13s 6d, B.P.C. green 13s 6d.  
**Citric acid:** BP granular (single deliveries per 1,000 kg in lined bags), 50-kg £258; 250-kg £250; 1,000-kg £240. Premiums; anhydrous, and granular £18; powder £10; crystals £15.  
**Guaiacol salicylate:** 28s kg for 250-kg lots.  
**Penicillin:** Sterile sodium, potassium or procaine 3.1d per Mu 5,000 Mu. 1 million 2.8d per Mu.  
**Phemitone:** 25-kg lots 78s 7d kg.

## Crude drugs\*

**Aconite:** *Napellus*; 12s 3d lb, cif.  
**Agar:** Kobé No. 1, 18s 6d lb, cif; European 16s.  
**Aloes:** (cwt) Cape primes 295s; 275s, cif. Curaçao nominal.  
**Balsams:** (Per lb) **Canada:** 33s 6d. **Copaiba:** 10s 6d spot. **Peru:** 15s 3d spot; 14s 9d, cif. **Tolu:** BP 14s, genuine as imported 41s 6d cif.  
**Belladonna:** Leaves 3s 3d lb spot, 3s 1d, cif; herb 2s spot, 1s 10d, cif; root 1s 10d spot; 1s 9d, cif.  
**Benzoin:** Spot £36 to £47 per cwt.  
**Buchu:** Spot nominal; no forward offers.  
**Camphor:** BP powder 37s 6d kg; 28s, cif, offers, scarce.  
**Calumba:** Spot nominal; 130s cwt, cif.  
**Cardamoms:** Alleppy greens 40s lb, cif. Prime seed 58s 6d, cif. Tanzanian afloat, 24s 9d, cif.  
**Cascara:** Nominal.  
**Cassia:** *Lignea* whole 490s cwt duty paid.  
**Cherry bark:** Thin natural 3s spot and cif.  
**Chillies:** Mombasa 280s cwt; 230s, cif.  
**Cinnamon:** Seychelles bark 245s cwt spot; 230s cif. Ceylon quills (cif) four O's 6s 11d lb, two O's 6s 5d; seconds 5s 1d, quillings 4s.  
**Cochineal:** (Per lb). Canary Isles prices nominal. Peruvian: 40s lb, spot; 38s 6d, cif.  
**Cloves:** No cif offers.

**Colocynth pulp:** Spot 4s 6d lb; 4s 3d, cif.  
**Cubebs:** Spot quoted at 285s cwt.  
**Dandelion:** Root 5s lb spot; 4s 9d, cif.  
**Ergot:** (lb) Spanish 10s 6d; 10s, cif.  
**Gentian:** Spot 440s; 425s cwt, cif.  
**Ginger:** (cwt) Nigerian peeled 650s, cif; split 650s spot; 610s cif, Jamaican on offer.  
**Gums:** (Per cwt) **Acacia:** Kordofan cleaned sorts 285s spot; 275s, cif. **Karaya:** No. 2 f.a.q. 440s; 420s, cif. **Tragacanth:** No. 1 spot £300, No. 2 £275.  
**Honey:** (Per cwt ex store). Australian light amber 150s, medium amber 142s 6d, Argentinian 145s, Canadian 220s, Mexican 150s, Chinese 132s 6d.  
**Hydrastis:** 31s lb spot; 30s, cif.  
**Hyoscyamus:** *Niger* 2s 4d lb, spot.  
**Ipecacuanha:** (per lb)—Costa Rican 67s 6d spot.  
**Jalap:** Mexican 15% 8s lb, cif.  
**Kola nuts:** Jamaican 1s 6d lb spot; Nigerian cleared.  
**Lanolin:** (1-ton lots) Anhydrous BP 6s 1d to 6s 9½d kg as to grade, delivered. Cosmetic grade 6s 11d.  
**Lemon peel:** 3s 9d spot, nominal; 3s 6d cif.  
**Liquorice:** (cwt) Chinese root 95s cwt spot; 85s, cif. Anatolian block 290s, nominal; spray-dried powder 3s 9d lb delivered.  
**Lobelia:** (lb) Dutch, 4s 8d, spot, 4s 4d, cif; American 9s 9d, cif.  
**Lycopodium:** Indian 65s. lb spot.  
**Mace:** Grenada pale blade 9s, cif.  
**Menthol:** (lb) Chinese ex Continent, 60s spot; 59s 6d, cif; Brazilian 32s spot; 31s 9d cif.  
**Mercury:** Spot £212 per flask of 76 lb.  
**Nutmegs:** (Per lb, cif). Grenada 80's 5s 7d; 110's 5s 4d; assorted 5s 1d; defectives 4s 4d.  
**Nux Vomica:** Ceylon 80s cwt, cif.  
**Orris root:** Up to 600s per cwt, c & f.  
**Pepper:** Sarawak white 3s 11d lb spot; 3s 6d, cif; black 3s 3d spot; 2s 6d, cif.  
**Pimento:** 770s cwt, cif, delivered weights.  
**Podophyllum:** *Emodi* 360s cwt spot; 322s, cif.  
**Quillaia:** Spot 380s cwt; 350s, cif.  
**Rhubarb:** 10s to 25s lb as to grade.  
**Sarsaparilla:** Spot 5s 3d lb, shipment 5s, cif.  
**Saffron:** Mancha superior 575s per lb.  
**Seeds:** (Per cwt) **Anise:** Chinese star unselected 175s, Spanish green 252s 6d both duty paid. **Caraway:** Dutch 175s 6d. **Celery:** new crop July-August 430s, cif. **Coriander:** Moroccan 94s spot; shipment 83s cif. **Cumin:** Chinese 160s; Iranian 165s, both duty paid. **Dill:** Chinese 125s duty paid; **Fennel:** Chinese 115s (50-kg).  
**Fenugreek:** Moroccan 70s and 57s 6d, cif. **Mustard:** English 47s 6d to 92s 6d as to quality.  
**Senega:** Canadian 27s 6d; shipment 27s, cif. lb; Japanese 20s in bond; 18s, cif.  
**Senna:** (lb) Tinnevely: No. 3 f.a.q. leaves 1s 4d; pods; hand picked 2s 2d; manufacturing 1s 8d. Alexandria hand-picked pods scarce at 7s to 9s; manufacturing 2s 3d.  
**Squill:** White 275s cwt spot.  
**Styrax:** Spot nominal; 22s 6d, cif.  
**Turquin beans:** Para 7s 3d lb spot, 6s 9d, cif.  
**Turmeric:** (cwt) Madras finger 275s spot; shipment 250s, cif.  
**Valerian:** Continental 340s cwt; 320s, cif. Indian 300s spot; 290s, cif.  
**Waxes:** (cwt) **Bees'** Dar-es-Salaam 765s, cif. **Candelilla** 550s spot. 540s, cif. **Carnauba,** fatty-grey. 350s spot, prime yellow 500s.  
**Witch hazel leaves:** 5s lb spot; 4s 10d, cif.

## Essential oils\*

**Citronella:** Ceylon 6s 8d per lb spot; 6s 1½d, cif; Chinese 7s 6d spot and shipment.  
**Lemongrass:** Spot 65s kg; 55s, cif.  
**Peppermint:** (lb) *Arvensis*; Chinese spot 16s 6d, 16s 4½d, cif. Brazilian spot 16s; shipment 15s 6d, cif. American *Piperita* 35s 6d to 40s cif.  
**Sandalwood:** Mysore spot 285s kg. East Indian for shipment 275s, cif.

\*Prices obtained by importers or manufacturers ex warehouse for bulk quantities.

# TRADE MARKS

Applications advertised before registration 'Trade Marks Journal' April 2

No. 4779

**Marcel Rochas Moustache**, B861,162, by Parfums Marcel Rochas, Paris, France. For eau de Cologne and non-medicated after shave lotions (3)

**Moistura**, B928,397, by Cyclax Ltd, London W.1. For non-medicated toilet preparations being moisturisers for the skin (3)

**Patterns**, B934,810, by Avon Cosmetics Ltd, Northampton. For non-medicated toilet preparations; cosmetic preparations; non-medicated preparations for use before and after shaving; preparations for the hair; preparations for cleaning the teeth; essential oils, and preparations for laundry use (3)

**Deneb**, 939,990, by Pfizer Ltd, Sandwich, Kent. For perfumes, eau de Cologne; cosmetic preparations, dentifrices, non-medicated toilet preparations, toilet articles, soaps and essential oils (3)

**Gentex**, 924,132, by Aspro-Nicholas Ltd, Slough, Bucks. For medical and surgical dressings (5)

**Body Spa**, B937,149, by Beecham Group Ltd, Brentford, Middlesex. **A Lot of Love-in**, B937,422, by Studio Cosmetics Ltd, Havant, Hants. For deodorants for personal use (5)

**Gift Magic**, B937,436, Lucky Charms, 937,446, by Studio Cosmetics Ltd, Havant, Hants. For deodorants (5)

**Bimac**, 938,589, by John Gordon Macdonald, London N 10. For pharmaceutical preparations and substances, all for breaking down the blood alcohol content, and pharmaceutical preparations and substances, all in the nature of stimulants (5)

**Glucafos**, B938,666, by Cooper McDougall & Robertson Ltd, Berkhamsted, Herts. For veterinary preparations, all containing phosphorus (5)

**Lanceprin** (device), 938,847, by Lancet Pharmaceuticals Ltd, Nassau, Bahamas. For pharmaceutical products (5)

**Feminique**, 939,503, by Intec Proprietaries Ltd, Morden, Surrey. For pharmaceutical and sanitary substances; deodorants and anti-perspirants; disinfectants; all for female use (5)

**Deneb**, 939,991, by Pfizer Ltd, Sandwich, Kent. For pharmaceutical, veterinary and sanitary preparations and substances; disinfectants, air fresheners, deodorants and anti-perspirants; and preparations for killing weeds and destroying vermin (5)

**Filadryl**, 940,451, by Parke Davis & Co, Detroit, Michigan, USA, and Hounslow, Middlesex. For pharmaceutical preparations and substances for human and veterinary use (5)

**Exilene**, 940,836, by Fisons Ltd, Felixstowe, Suffolk. For disinfectants; preparations for killing weeds and destroying vermin; pesticides, herbicides, insecticides, fungicides (5)

**Carri-Clene**, B941,293, by Morda Ltd, London, N 11. For sterile swabs for use in the cleaning of babies (5)

**Vitaferon**, **Vitaferen**, 942,047-48, by Ed. Geistlich Söhne AG für Chemische Industrie, Lucerne, Switzerland. For pharmaceutical preparations containing vitamins and iron (5)

**Ceolat**, 942,172, by Kali-Chemie AG, Hanover, Germany. For pharmaceutical, veterinary and sanitary substances and preparations (5)

**Juosei** (device), 946,730, by Tadashi Kawaguchi, Tokyo, Japan. For medicines, pharmaceutical, veterinary and sanitary substances (5)

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**CLASSIFIED****TEL: 01-240 0855****HOSPITAL APPOINTMENTS**

**BARNET GENERAL HOSPITAL**  
Wellhouse Lane, Barnet, Herts.  
Pharmacy Technician I

Required for modern Group Pharmacy. Whitley Council salary. Apply to Group Pharmacist.

**ROYAL INFIRMARY OF  
EDINBURGH  
PHARMACISTS**

Basic Grade providing excellent experience in all aspects of Hospital pharmaceutical work.

Basic Grade for duties including investigation of ward pharmacy procedures.

Modern well-equipped Pharmacy in Category V Teaching Hospital (50 beds). Staff are encouraged to engage in research and development. Salary according to previous professional experience within the range £1,325 to £1,665, subject to confirmation plus qualification allowance and additional pay for evening and week-end duties. Apply to Personnel Officer.

**GROUP PHARMACY  
SENIOR PHARMACIST**  
required.

is a Group post with duties at King George Hospital, Upney Lane, Barkingside, Essex and King George Hospital, Whitley Council salary and conditions of service.

Apply to Group Secretary,  
King George Hospital,  
Eastern Avenue, Newbury Park,  
Ilford, Essex.

**Barnet General Hospital,**  
Wellhouse Lane,  
Barnet, Herts.

**POSTGRADUATE PHARMACY  
STUDENT**

Required for modern and pleasant pharmacy. Whitley Council salary. Apply to Group Pharmacist.

**BURY GENERAL HOSPITAL  
SENIOR PHARMACIST**

Applications are invited for the post of Senior Pharmacist, £1,446 - £1,801 per annum, at the above hospital, under pleasant working conditions in a well equipped modern Pharmacy. The hospital has a large out-patient department and the post offers an opportunity to work at other hospitals in the Group. The hospital is graded as category iv.

Further particulars may be obtained from the Group Chief Pharmacist at the above hospital.

Applications, together with the names of two referees, should be sent to the Group Secretary, Bury General Hospital, Walmersley Road, Bury, Lancashire, BL9 6PG.

**ROYAL INFIRMARY OF  
EDINBURGH**

**Senior Pharmacist**

to take charge of Quality Control Laboratory. Main duties relate to Quality Control of tablets, surgical dressings, haemodialysis fluids and sterile solutions. Modern well-equipped laboratory in Category V Teaching Hospital. Excellent opportunity for gaining wide experience in Hospital pharmacy. Commencing salary £1,446 to £1,801 (subject to confirmation). Apply giving full details to Personnel Officer.

**BARNET GENERAL HOSPITAL**  
Wellhouse Lane, Barnet, Herts.

Senior Pharmacist required in Group Pharmacy of Category V hospital. Whitley Council salary plus London Weighting. Pleasant modern comprehensive pharmacy. Apply to Group Pharmacist.

**ST. JAMES' HOSPITAL,  
BALHAM SW 12.  
PHARMACY TECHNICIAN I**

required

for above busy general hospital of 589 beds. Large well equipped department providing full range of pharmacy services, including quality control. Friendly atmosphere and easily accessible to tube and main line stations. Holder of Apothecaries Hall Certificate with previous hospital experience preferred. Applications naming two referees to Hospital Secretary. (01-672 1222).

**ILFORD AND DISTRICT HOSPITAL  
MANAGEMENT COMMITTEE  
KING GEORGE HOSPITAL,  
Eastern Avenue, Newbury  
Park, Ilford, Essex.**

**DEPUTY CHIEF PHARMACIST**  
required.

Whitley Council salary and conditions of service. Apply to Group Secretary.

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**SUFFOLK.** Family, middle class pharmacy, with 2 bedrooms, etc., over, favourable trading site, good lease at reasonable rent and option purchase freehold. Very easy hours, rota one in two, T/O £18,884 increasing. For quick sale offered at £3,750 for valuable lease, option, goodwill, fixtures and fittings, plus s.a.v. (London Office).

**CITY DRUG STORE.** Good passing trade from numerous office blocks in immediate area, turnover about £14,000. Lease at reasonable rent. Single fronted lock up premises. Hours 9 a.m. to 6 p.m. closed all day Saturday. Price £3,500 + £672 fixtures and fittings + s.a.v. (London Office).

**LINCOLN.** Centrally situated modern lock up pharmacy established 4 years: Present turnover approximately £21,000. Excellent scope development with cosmetics and photographic. 2,000 NHS items per month. Long lease. Price £2,000 plus stock at valuation estimated £3,800. Generous financial help available if required. (Walsall Office).

**LIVERPOOL.** Turnover £23,000. NHS scripts about 2,300 per month. Property available at £2,000. Price asked £1,000 goodwill, £600 fixtures and fittings + s.a.v. approximately £3,500. (Cheadle Office).

**LIVERPOOL NORTH.** Turnover £25,700. NHS scripts about 2,000 per month. Annual tenancy rent £91. Price asked £1,250 goodwill, £500 fixtures and fittings + s.a.v. approximately £3,000. (Cheadle Office).

**ORRIDGE AND CO.,**

**DACRE HOUSE,  
DACRE STREET,  
VICTORIA STREET,  
LONDON SW 1.**

Tel.: 01-799 6433 (5 lines)

**GRAYS (nr.), Essex.** Middle and working class pharmacy situated on growing estate. Considerable potential. Turnover this year under management expected to be approximately £35,000. Net profit at least £5,000 to managing proprietor. Audited accounts. Self-contained flat over with separate entrance and garage. Long lease at £1,255 p.a. Price £5,000 for lease, goodwill and fixtures. S.a.v. Sole agents.

**LONDON E 14 (Isle of Dogs).** General retail business with heavy NHS offering considerable scope. Attractive lock-up shop at present taking £390 p.w. including NHS and increasing. Net profit to managing proprietor at least £3,500 p.a. Rent only £200 p.a. Price £1,500 plus stock (about £3,000) S.a.v.

**SUSSEX (Important growing good class town).** Middle class family business at present taking about £21,000 under management. Considerable scope. NHS cheques about £700 p.m. Very nice living accommodation. New lease. Present rent £1,000 p.a. Established 1953. Price £5,000 (less than the value of the lease) + s.a.v. to suit purchaser. Sole agents.

**OXFORD CITY.** Branch business for disposal offering scope. Turnover last year over £19,000 of which nearly £11,000 was from NHS dispensing. New lease at £500 p.a. Living accommodation. Price only £1,000 + s.a.v. (about £2,500).

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Chemist shop. Busy corner position. Frontage 19 ft. Depth 50 ft. Net rent approximately £920 per annum exclusive. To include lease and fixtures and fittings. Price £3,000. Apply, Silverman, Bourne & Co., 55 Queen Anne St., London W 1. 01-935 5467.

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**WE WILL PURCHASE** for cash a complete stock of a redundant line, including finished or partly finished goods packaging, raw materials, etc. No quantity too large. Our representative will call anywhere. Write or telephone Lawrence Edwards & Co., Ltd., 6/7 Wellington Close, Ledbury Road, London, W 11. Tel. Park 3137-8. C 140

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**LONDON N.1.** — (Near Old Street Underground). Old established pharmacy with extremely favourable lease and low overheads. Next door to a group practice and some more doctors within 300 yards. A few large towers of flats behind the pharmacy are nearing completion and great potential if modernised. Turnover £26,000. Audited accounts available. Price £4,950 or near offer plus stock at valuation. Part payments considered. Telephone 660 0195 or 365 5348 after 7 pm and ask for Mr Fisher.



# CLASSIFIED

# TEL: 01-240 0855

## SITUATIONS VACANT

### MINISTRY OF DEFENCE (NAVY DEPARTMENT)

### REGISTERED PHARMACISTS

THREE vacancies exist for Basic or Senior Grade Pharmacists in the Royal Naval Medical Service as follows:

- (1) Royal Naval Hospital, Haslar, Hants.
- (2) Royal Naval Hospital, Plymouth.
- (3) Royal Naval Medical Depot, Greenock.

Interesting and rewarding careers would be open to successful candidates, with opportunities later for service at Royal Naval Hospitals, Gibraltar and Malta. Good promotion prospects. Salary, conditions of service and superannuation linked to those of the NHS.

Applicants (Male or Female) to apply to Medical Director General (Naval), Ministry of Defence, Empress State Building, London, SW6.  
Closing date: 18 April 1970

## REPRESENTATIVES SURGICAL SUTURES

Davis & Geck, the long- and well-established division of Cyanamid engaged in the manufacture and marketing of surgical sutures, has some exciting new developments on hand and is further expanding its field sales force.

The division needs additional representatives to cover territories from bases in or near the following centres:

Glasgow/Edinburgh  
Liverpool  
Bristol/Cardiff  
Leeds

Candidates should be 26-40 years of age and qualified at G.C.E. "O" level in at least English and Mathematics. Ideally, candidates should be experienced in selling to the medical profession and have the desire to move into the exciting and developing field of surgical sutures.

The starting salaries are unlikely to be less than £1,600 p.a. and could be appreciably more for exceptional candidates. A Company car is provided as are fringe benefits appropriate to this Company's status in its field.

Please write, giving brief relevant details to:

Personnel Manager,  
Cyanamid of Great Britain Ltd.,  
Bush House,  
Aldwych,  
London, WC 2.



## Manager- Analytical Dept.

### Ethical Pharmaceuticals

Howard Lloyd and Company, a division of the Lloyds' Pharmaceutical Group, manufactures all its own products, including the active ingredients, and maintains the highest standards of quality and quality control.

Due to continued expansion, there now arises an excellent opening in our laboratories in Yorkshire for the appointment of a Manager to head the Analytical Department.

Applicants should be graduates with considerable experience of analysis and quality control in the pharmaceutical industry, be conversant with the advanced techniques applied in this field, and able to make a full contribution to the team effort, which includes a dynamic research and development programme.

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Write for application form, giving brief details, in the first instance to: Dr. O. Morton,



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## MANCHESTER

Young pharmacist required to assist in the running of a large pharmacy. This position calls for someone with initiative and drive. Alternate 32hr. and 38hr. week work. Three weeks holiday. Salary not less than £2,000 p.a.

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Chemists and Druggists are required in All areas of U.K. to service and supply POSTAL ENQUIRIES through adverts in The Sun, Daily Mail, Express and News of the World.  
ENQUIRIES PASSED ON TO CHEMISTS

Enquiries to:— AURUM AMBROSIIUM LTD., 7 MILBOURNE STREET, BLACKPOOL. Telephone: 22117



**CLASSIFIED****TEL: 01-240 0855**

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### **CHEMIST AREA SALES MANAGER**

**SCOTLAND/TYNE-TEES**

This leading pharmaceutical distributive organisation invites applications for the above newly created senior sales position.

We require a man within the age limit of 30-45, who can measure up to the following requirements:

1. A knowledge of or interest in temporary sales techniques.
2. Potential motivation and leadership ability.
3. At least 3 years' successful experience of selling to retail pharmacy in Scotland.

The Company offers an attractive starting salary together with pension and life assurance scheme, profit sharing bonus etc. A Company car will be provided.

Applications may be made in complete confidence to:

**The Personnel Manager,  
Vestric Ltd.,  
Runcorn,  
Cheshire.**

**A Member of the  
Glaxo Group of Companies**

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Required by the Government of Sierra Leone on contract for one tour of eighteen months in the first instance. Commencing salary according to experience in scale Le. 1,452 rising to Le. 2,732 plus inducement allowance of between £240 and £300 a year. A Leone is equivalent to 10 shillings sterling. Gratuity of 15% is payable. Government quarters available at moderate rental. Free Passages. Education allowance. Liberal leave.

Candidates under 55 years of age must possess pharmacy qualifications registrable in the United Kingdom plus at least 5 years' practical experience. A knowledge of storekeeping and accounts will be an advantage. The officer will be responsible for the preparation of indents and the distribution of drugs, dressings, equipment etc., to the various medical institutions in the territory. He will be required to assist in drawing up and carrying out from time to time of measures to control the importation of drugs and the control of dangerous drugs.

Apply to **CROWN AGENTS, 'M' Division, 4 Millbank, London, S.W.1.**, for application form and further particulars stating name, age, brief details of qualifications and experience and quoting reference number M3E/691244/CD.

### **CROSS & HERBERT**

seek a young man for progressive position as Assistant to the Warehouse Manager in their Enfield Warehouse. Previous wholesale or retail experience required. Apply with full details to:—

**The Warehouse Manager,  
Cross & Herbert Ltd.,  
476 Hertford Road,  
Enfield, Middlesex.**

### **PHARMACIST**

**H.M. PRISON, MANCHESTER**  
**A locum Chief Pharmacist**

is required for at least 10 weeks at H.M. Prison, Southall Street, Manchester 3. Pay in accordance with Whitley Council scales.

Further information may be obtained from Mr D. W. H. Roberts, Head Pharmacist, H.M. Prison, Wormwood Scrubs, Du Cane Road, London, W 12.

## **AGENTS**

**WELL ESTABLISHED** agent with excellent connections with chemists in Warwick, Worcester, Stafford, Hereford and Shropshire seeks one or two lines to complete portfolio. Box 1621.

## **NOTICES**

IN THE MATTER of  
**ROBERT BLACKIE LIMITED**  
and  
IN THE MATTER of THE  
COMPANIES ACT 1948

Notice is hereby given that the creditors of the above-named Company, which is being voluntarily wound up, are required, on or before the 25th day of April, 1970, to send in their full Christian and surnames, their addresses and descriptions, full particulars of their debts or claims, and the names and addresses of their Solicitors (if any), to the undersigned John Leslie Jeffree of 16 Norfolk Avenue, Sanderstead, South Croydon, Surrey the Liquidator of the said Company, and, if so required by notice in writing from the said Liquidator, are, personally or by their Solicitors, to come in and prove their debts or claims at such time and place as shall be specified in such notice, or in default thereof they will be excluded from the benefit of any distribution made before such debts are proved.

Dated this 2nd day of April 1970.  
**J. L. JEFFREE**

Liquidator  
or  
Liquidators.

N.B. - This notice is purely formal. All known creditors have been, or will be, paid in full.

Following a reorganisation of activities Onward Pharmaceutical Services Limited closed their London Office in Sicilian House on 31st March, 1970. The Registered Office of the Company is now 6, Brunswick Street, Carlisle.

## **PREMISES**

### **NORTHFLEET URBAN DISTRICT COUNCIL**

#### **New Shop - The Hive**

Applications from persons wishing to establish a pharmacy are invited for the tenancy of a new shop to be completed shortly.

No application other than from a chemist will be considered.

Application forms may be obtained from the undersigned and must be returned not later than Tuesday, 28th April, 1970.

The Council do not bind themselves to accept any application. Canvassing by members of the Council will be disqualified.

**Drewery F. Bunkall**  
Clerk of the Council.

## **FOR SALE**

### **RUBBER STAMPS**

Rubber stamps are an invaluable aid to busy people. We are able to make these at **extremely competitive** prices and simple stamps can be made **by return**. Please send for our price list and details to the

**Printing Department,  
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Perth Street West,  
Hull.**

**CIGARS AND WHIFFS**, up to 30% saving! Top brand discount service. Write for list and free voucher, CIGAR PLAN, CD12, Havana House, Birmingham 20.

**Please mention C & D when  
replying to advertisements.**



CLASSIFIED

TEL: 01-240 0855

TRADE MARKS

The Trade Mark No. 908525 consisting of the word BRAGGI and registered in respect of "Non-medicated toilet preparations, cosmetic preparations, preparations for the hair, soaps and dentifrices" was assigned on the 27th February, 1970 by Revlon, Inc. of 767 Fifth Avenue, City and State of New York, United States of America to Charles Revson, Inc. of the same address **WITHOUT THE GOODWILL OF THE BUSINESS IN WHICH IT WAS THEN IN USE.**

REPRESENTATIVES

FREELANCE SALESMEN

Photopia Ltd., Hempstalls Lane, Newcastle, Staffordshire, require freelance salesmen in all areas to sell a comprehensive range of sunglasses to the chemist and allied trades. Enquiries are invited from established, successful salesmen anxious to carry an additional line with excellent commission incentive. Applications in writing should be addressed to Mr. Rupert Cartlidge and should give full details of present connections.


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**THE ORIGINAL PLASTIC COATED SHELVING.** Adj. steel shelving better than stove enamel, **DE LUXE QUALITY. FREE PLASTIC FEET,** nuts and bolts. Carr. Pd. (Mainland only). C.W.O.

72in. x 34in. x 12in.	6 shelves £3.15.0
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36in. x 34in. x 9in.	4 shelves £2.17.6
24in. x 24in. x 9in.	3 shelves £2. 7.6
72in. x 44in. x 9in.	6 shelves £4. 0.0
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**SHELVIT (C&D), 30 Berkeley Street, Burnley, Lancs. Tel. 0282 29355.**

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LICENSED  
CHEMISTS

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Sell us your JUSTICES LICENCE FOR WINE AND SPIRIT OFF SALES.  
We will pay between **£200 and £2,000** for licences in or around London and Home Counties.  
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**SITUATIONS WANTED**

**REPRESENTATIVE,** 44, good connections wholesale, retail chemists, hairdressers, hardware. East, Central Scotland, seeks position. Reply Box No. 1618.

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A shampoo different from all other brand leaders because it's not based solely on synthetic detergent.

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It contains more than 50% soap. Gentle, natural soap.

It cleans. But never overcleans.

And leaves in the hair's natural oils to bring out its natural life and lights.

New Breck comes in dry, normal and oily formulas. And in this elegant shatter-proof bottle with a twist-off, snap-shut cap.

To prove how confident we are that this is the shampoo the girls have been looking for, we're backing New Breck with heavy national TV

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If our salesmen haven't got round to you yet, you can expect them any time now. Or you can contact your wholesaler direct.

In short, we've made it as easy as possible for you to sell our new shampoo even to the point of making it good for hair.

On the assumption that if New Breck's good for hair, it's good for business.

CYANAMID (GB) LTD.  
CONSUMER PRODUCTS DIVISION BUSH  
ALDWYCH LONDON W.C.2. TEL: 01-836 54



At last,  
a shampoo for hair






# BABY CARE

Supplement to the Chemist & Druggist

April 11, 1970

## There's more to bottle feeding than balancing baby's diet



The choice of bottle is most important and you can't do better than recommend the new FREFLO to your customers. Made by Griptight in polycarbonate—the material of the future—it is unbreakable, rimless and safe and easy to clean and sterilize: that's designing at its best. Other bottles may be good, but it's better to recommend the best.

Freflo—the finest feeding bottle in the world.

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## **BABY PANTS**



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It pays no end to stock & RECOMMEND "SANDRA" BABY PANTS. Why? You make 50% PROFIT on cost, but more important—you ensure satisfied customers because every single pair is individually inspected before leaving our factory. Beautifully made and attractively presented in individual 4-colour cartons.

Now available in five sizes, from birth to "Toddler" (3-5 years)

Size	Small	Medium	Large	Extra Large	"Toddler"
Cost	11/8	11/8	12/-	13/4	20/- per dozen
Sell	1/6	1/6	1/6	1/9	2/6 per pair

● Order from your usual Wholesaler

HENLEYS OF HORNSEY LTD., Alexandra Works, Clarendon Road, London, N.8



# BABY CARE

## COUNTER PRESCRIBING FOR BABY

by David Griffith BSc A Inst M (Calmic Ltd)

The number of births in the UK each year has remained fairly constant over the last few years at around the 950,000 mark. Although this could well be interpreted as a static market, even the most cursory examination of the situation will show that this is not the case.

Furthermore, it is well worth emphasising one basic truth. Over one-third of the annual birth-rate is made up of first babies. This means that every year there are some 50,000 new mothers coming into the market, each with one very common denominator. They are all—in the absence of previous experience—avid for information, guidance and advice on all aspects of baby care.

Nowhere is their need greater than in the area of their baby's health. Obviously this is where they feel most vulnerable and where they require advice from an authoritative source. For anything which can be classified as remotely serious they will consult a doctor, but for the routine minor ailments which are part and parcel of every baby's first years they still feel a great need for information and, in particular professional advice. Where better to turn for this advice than the pharmacist?

During the first two years of a baby's life, minor routine ailments commonly fall into three categories—sore gums during teething, sore "tums" from wind and gripe pains, and sore bottoms due to napkin redness and rash. Certainly it will be the baby in a million who escapes from all or even one of these ever-prevalent complaints.

The description "napkin rash" is one which, in fact, covers several conditions involving skin damage in the areas covered by the napkin. The vast majority of napkin rashes are due to a urinary or ammoniacal dermatitis, though detergent dermatitis is a small but increasing problem (especially since the advent of the newer biologically-active enzyme washing powders) and, very occasionally, the rash may be due to a fungal infection

which is invariably associated with oral thrush.

The worried mother is faced with a wide variety of preparations for treating napkin rash, the most common of which is probably zinc and castor oil ointment.

This treatment will soothe the discomfort fairly effectively but does little to cure the condition. As far as an ammoniacal dermatitis is concerned, the most effective treatment is with a cream containing an antiseptic of the quaternary ammonium compound type. Such an antiseptic will not only kill the organisms responsible for the breakdown of urea and formation of ammonia, but also organisms which can give rise to a secondary infection.

Furthermore, it can at least inhibit the spread of infection during an attack of fungal dermatitis—though an effective fungicide is obviously required for complete treatment of this condition. It is also invaluable in preventing secondary infections and irritation in a detergent dermatitis, though here the first line of treatment must be to remove the causative agent, i.e. the detergent.

Also common during the first months of a baby's life are upsets due to wind and gripe pains. These are distressing for the baby and alarming and upsetting for the mother. A proprietary gripe mixture will usually be of most help here and a number of products are available which are based on the action of bicarbonates together with the carminative action of dill oil and the sedative effect of alcohol.

The use of silicones—which have been used with success for some years in the treatment of flatulence in adults—is now possible with the introduction of a product based on polymethylsiloxane.

Teething is common to all babies, though as any parent knows, the associated problems can vary greatly in severity. In some cases a teething jelly or liquid will prove to be effective through its local anaesthetic properties, but in most cases an analgesic will be preferable.

The administration of an analgesic, as

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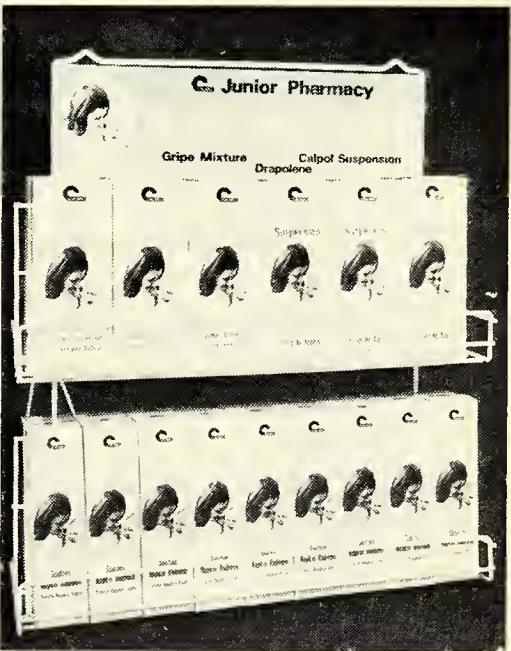
with all proprietary medicines for babies and young children, is something which causes mothers a great deal of worry.

Research shows that their paramount concern is for safety and that, perhaps surprisingly in view of its popularity, there is a marked concern towards the use of aspirin for analgesia in babies. Undoubtedly, this concern about aspirin is founded on scientific fact since the dangers of occult bleeding are no less real in babies than they are in adults.

Liquid preparations of paracetamol are therefore probably most suitable for teething problems. They provide a powerful enough analgesic effect together with a valuable antipyretic effect, and they are also administered because they can be pleasantly flavoured, particularly in suspension form.

In conclusion, the pharmacist can provide a valuable and authoritative source of advice and recommendation to mothers and in particular new mothers, through the counter prescribing of products for their babies' minor and often routine ailments.

Moreover, with 300,000 new mothers each year it is obviously sound economics, since the rapport established with a new mum will bring benefits in other areas (such as the purchase of baby foods etc), not to mention the prospects of further babies and, in the longer term, the buying of all the family's requisites in a wide variety of fields.





# THE KEYWORD IS COMFORT

by A. L. Frenkiel BA, MRCS, LRCP, DPH, DCH, DRCOB

Next to medicines, a pharmacist's professional advice is probably most often sought about the care of babies. The questions do not stop at illness and feeding, and in this article Dr. Frenkiel gives an authoritative opinion on some of the many problems about which the worried mother may consult her local pharmacist.

Infant comfort can be conceived in terms of satisfying its three primary needs—food, warmth and love. Given a normal healthy baby, it should seem an easy enough assignment, but in practice it presents innumerable problems.

## Food

In addition to the best and first choice of food for the newborn, which is human milk, there are a number of products on the market, which range from bottled cow's milk through evaporated, "humanised" delactogenised, to fat-reduced and other kinds of reinforced milk powders. Some highly elaborate products must be prescribed in cases of specific food intolerances but even normal babies tend to differ in their food-taking habits and tolerate certain products better than others.

Some need smaller feeds given more frequently, while others settle on four large feeds per day and rarely wake up at night. The settling of feeding habits becomes evident at three or four weeks of life, a time when the mother is well on the way to recovery from pregnancy and labour, and normally starts to enjoy the baby and her new role as a mother.

There are no hard and fast rules about quantities of food, or weaning from liquids to solids. Food requirements are not merely dependent on the baby's body weight but also on the innate personality which is usually evident from birth, and shown in the degree of activity, the metabolic rate and the direction of their interest. This vital capacity of a child is reflected in its greater or lesser need of food and must be recognised as an individual problem.

Addition of suitable solids can occur as early as two or three weeks of life, while protein in the form of hard-boiled egg yolk can be added soon afterwards. Fruit, such as apple, ripe banana, orange juice, in addition to vegetables, completes the daily diet by the time a baby is three months old.

In satisfying the baby's need of getting food, the problem is not merely what to give but how to give it. The discomfort and unease which babies often display are often more the result of wrong hold-

ing, wrong handling and an angry wordless dialogue between mother and child.

Feeding is the earliest means of communication between the two, the getting to know each other and a primordial initiation of a human relationship for the child. It sets the pattern for the child's capacity for relating to objects and persons of his world and life. The know-how is the attribute of an ordinary Mum who knows intuitively how to handle her baby and how best to nurse and hold. Such a mother does not ask whether she should get the baby out of his cot when he is crying. The very question is symptomatic of incapacity, perhaps resulting from interference by doctors, midwives, nurses, indoctrinating health visitors and trends of fashion. Winnicott believes that only a mother unhindered by these noxious influences can properly perform the task of feeding, for "she knows that the basis of feeding is not feeding."

The comfort and discomfort of feeding is necessarily linked with excretion and our ideas of clean and dry, or dirty and wet are often associated with good and bad. If, in handling the child while changing its nappies, or later in training a toddler, these notions of "good" and "bad" are a leading force, the subtle and perhaps hitherto successful communication between the mother and the child becomes distorted and misunderstanding and frustration result.

This may be a beginning of highly undesirable practices by the mother who, feeling the child is not amenable to ordinary training, starts using suppositories, purgatives or enemas and in this way distorts the pattern of a normally pleasurable natural function.

There are a number of mothers who have personal difficulties, resulting from their inner conflicts, perhaps even related to their own experience as infants. These mothers find it difficult to satisfy the child's need of proper feeding and right handling. Much depends on the husband, his personality, and the support he can give his wife in her uncertain way of holding the baby. Other close relatives as well as doctors or nurses should concentrate on giving such mothers confidence in their capacity to feed.

## Warmth

Experience of extremes of temperature is uncomfortable, sometimes most unpleasant—or even painful. In the newborn, temperature regulation mechanisms such as sweating and shivering are imperfectly developed and with the relatively large surface area, and meagre subcutaneous fat, the baby becomes either very hot or cold rapidly.

Particularly after a rapid temperature fall, the rise of body temperature is slow and gradual. Babies signal their discomfort by crying, which also increases their body temperature through a step-up in metabolism. Premature babies are worse off in this respect. Normally, heat loss prevention is remedied instinctively. In some primitive human communities mothers will not allow their newborn babies to be separated and if delivered in hospital will insist on holding the baby in their bed all the time.

Comfortable clothing made of cotton and mixtures of cotton with wool are best in protecting the baby from excessive heat loss. Light acrilan or wool covers and cotton sheets ensure maintenance of body temperature while the baby's room should be dry and kept at a reasonably steady high temperature.

Frost-bitten hands or feet are unfortunately seen too frequently in winter, and smaller babies are more vulnerable to fluctuation of environmental temperature and should be kept at a room temperature of 76-85°F with humidity of about 60 per cent.

## Crying

The baby's cry is a signal of discomfort. There are various types of cry and when one communicates unease and calls for relief, another signifies a specific condition and thus becomes a salient diagnostic feature. In the latter category the shrieky unpleasant cry of a newborn cretin or the high pitched "blue" cry of a baby with intracranial trauma.

Other abnormal conditions producing a characteristic cry are hypoglycaemia, intestinal intussusception and meningitis. A rare chromosomal abnormality called "Cri de chat" presents itself with a weak cat-call cry, while in the severe jaundice affecting parts of the brain, called kernicterus, the cry-signal is important, for the bilirubin level in blood does not reflect the presence or absence of cerebral involvement.

The ordinary cry of a hungry baby is specific and can be distinguished from the uneasy cry of a baby suffering from a pain, like one of the "three months colic" for instance. Mothers normally distinguish one cry from another and the long breath-holding cry of an angry toddler is part of a conditional behaviour which they themselves help to establish through anxiety response communication.

*No worries here. The 'laughing cavalier' in our picture was in fact the winner of Gerber's last 'Happiest Baby of the Year' photographic competition.*



the child. Normally, rough the response to the child's cry, a mother communicates concern, empathy, protectiveness and love and so the assurance of her care holding relieves the urgency of hunger or assault of pain. It has been noted that mothers are able to identify their own babies' cries during the neonatal period from a tape including other babies' cries (Valonne et al, 1967) but the maternal acumen in this respect varies.



## Sleep

In addition to food and warmth, babies need varying time of sleep. During the first month, an infant sleeps about 18-20 hours in 24, by one year he is usually taking one or two naps a day with a long spell of 10-14 hours at night. While babies not sleeping well at night cause parents considerable discomfort, it is a disturbed and uncomfortable child who wakes up at night and is restlessly demanding.

A child's sleep pattern is partly a learned behaviour. Therefore, following the early months of baby adapting himself to extra-uterine life, management of baby's sleep should become a routine. Preceded by a pleasant leisurely bath and a satisfying feed, sleep is a much desired relaxation. Provided the mattress is firm, the baby can sleep in any position. No pillow is needed.

Physical or emotional disorders are sleep disturbers. While teething, earache, and colic are easily diagnosed, sleep disturbance is just a symptom when a child suffers from anxiety and the emotional disturbance should be treated in order to improve the child's sleep and rest. When restlessness is due to physical causes such as pain, aspirin 100-300 mg can be given occasionally, while the infantile eczema may be helped by trimeprazine (Vallergan). A frightened child should be comforted and given encouragement, while a night light should be left in the room of a toddler.

## Love

In general, mothers differ in their intuitive and perceptual equipment and whenever they lack it, the communication with their babies suffers. All babies need love and this means being recognised by those around them as wanted and joy-giving. Love is communicated to a child by the mother's capacity to adapt his demands and her strength to survive his aggressive onslaught. Love in this sense is the basis for the child's healthy development.



# IT'S A GIVE-AWAY



*Gift-Pax comes polythene wrapped*

It may be a give-away—but baby care manufacturers expect high returns from the samples they distribute through the various baby box schemes.

Sampling has proved especially successful in this area. Getting a mother to try a product for the first time is one of the most important barriers the manufacturer has to overcome because so much "advice" is passed from mother to daughter, from "experienced Mum" to "new Mum." But if a product is once tried—and if the product is good—the customers may be counted not only in numbers, but in generations.

That sampling works cannot be in doubt. Heinz have been in the Bounty parcel for 10 years and have had plenty of opportunity to assess the value of the technique. And just a few weeks ago, six manufacturers sank their differences and pooled resources to produce their own samples parcel—the word is that its success is already causing several other companies to wish they had been in at the beginning.

Four schemes are in operation at present, but the Infamark Mother-to-be Service is expected to come to an end when the current Midlands promotion runs out. Between them, the other three will probably put out at least 1.7 million parcels in 1970—an average of almost two for every live birth, on 1968 figures.

Because sampling is so successful in stimulating sales, a multiplicity of schemes is almost certain to remain, however. Directly competitive products are not normally accepted in any one box, so that the manufacturers of big-volume ready-to-use foods in particular will wish to keep their chosen scheme alive.

None of the schemes achieves market saturation—the cost of reaching some mothers in remote areas would be prohibitive—but each has a different approach to getting the desired coverage.

The longest running scheme in Britain is the Bounty parcel. It began in 1960 and by 1968 was putting out 400,000 parcels a year in response to cards given out by midwives and returned by the mother. In the past two years, however, parcels have been distributed through 100 lady representatives who visit mothers in the hospital ward. By this method, distribution has now been increased to 605,000.

Two types of parcel are used, one for primipara, the other for multipara, to give participating manufacturers control



*The new "consortium" parcel*

over the market being reached. For example, Freflo teats, a newcomer to the Bounty box, is going for first-time mothers only.

Bounty are at present testing a prenatal parcel in the Tyne-Tees and Yorkshire areas, using hospital ante-natal clinics as the distribution point. Results so far are reported as "very hopeful."

Gift-Pax, the other well-established scheme, claims a 650,000 distribution in 1969, accounting for 70 per cent of all births. The pack goes into both hospitals and homes. Gift-Pax say that the average total cost to the manufacturer of getting a sample to the mother is only 1s. inclusive of sample cost—not too high a price to pay when the "selectivity" of the sampling is taken into consideration.

Both companies are able to produce case histories to support the effectiveness of their schemes. Bounty point to the success achieved by Virol—ex works sales of the product increased substantially without the use of other means of promotion. Gift-Pax did a comparison of "with" and "without" parcels with Gerber instant baby food and found that 40 per cent of new mothers who received a sample had bought the product 70 days after sampling, against only 18.7 per cent among those who did not receive a sample.

Newcomer to the field is the Expectant Mother Information Service run by a consortium comprising Calmic, Glaxo, Maws, Robinson's, Seven Seas (British Cod Liver Oils) and Trufood. All participants were already convinced of sample box effectiveness but they wanted a viable scheme under their own control—and at lower cost. They are attacking only the primipara market and are using the pharmacy as the distribution point.

The first leg of 150,000 parcels is almost fully distributed, and according to the consortium it has received "fantastic acceptance." The second leg is planned for June and there are hints that a third leg may



*Bounty, longest-running "baby box"*

be put into operation later in the year. Next year, the consortium expects to be able to have sufficient parcels to reach all first-time mothers.

A criticism of some parcels has been a lack of samples but the consortium determined not to let their present standard fall. The June parcel will have at least eight and could have up to a dozen samples. New manufacturers are asked to join the scheme, but the product balance will be maintained.

Sample parcels are not the only way of promoting to the new mother, of course. The "baby book" has perhaps been one of the most successful forms of "informative promotion," the Glaxo version being a model for many others in recent years.

Gerber run their own quarterly newspaper *Babytime* and tie it in with the Babytime Club, membership of which entitles mothers to buy a range of nursery and household goods at reduced prices. A similar club technique is used by Heineken who produce an impressively wide-range "catalogue" of offers.

A variation on the baby club idea is Maws "Save for baby" plan which operates through credit vouchers accompanying Maws nursery products. Collecting vouchers allows the mother to purchase goods at premium prices, the catalogue being available through pharmacies.

This report has no more than scratched the surface of baby care promotions—expectant and nursing mothers are probably bombarded with more promotional literature than any other section of the community (Heinz alone send out 25,000 booklets and leaflets a week).

But Britain still lags behind the United States, where the community pharmacy joins the bandwagon. We conclude with this example of a standard letter to be sent to new mothers as advocated in the February issue of the journal of the National Association of Retail Druggists: Dear "Mom":

Sounds great, doesn't it! Please accept our personal congratulations and best wishes.

We know, of course that new mothers need a little time to get organised. If we can offer any assistance in providing you with baby needs, don't hesitate to call us. Our pharmacy has a complete stock of baby products



# The Profit Builders

In the baby food market there is one section expanding faster than any other: Instant Baby Foods.

Robinson's dominate the Instant Baby Food section with over 80% share of sales.

It is also a fact that 6 out of 10 mothers with young babies buy Robinson's Instant Baby Foods.

1970 is the year of The Baby Builders — a strong, imaginative advertising and promotion theme for Robinson's both on TV and in leading women's magazines.

For you, 1970 is the year of The Profit Builders — so make sure you are well stocked with Robinson's Instant Baby Foods.



**Robinson's**  
**INSTANT BABY FOODS**

Reckitt & Colman Food Division, Norwich, NOR 75A.



# MAWS

a name to trust—  
now, more than ever,  
a name that sells.



**Maws means babycare, babycare means Maws.**  
It's not surprising that every mother knows this simple fact, when Maws have been foremost in their fields for over 150 years.

But to be known—and highly regarded—for top quality is in today's world no longer enough. Users of Maws products rightly want to be sure that they are getting not only the safest but also the most up to date that modern technology and research can provide.

Now they can be sure.

Five Maws lines in particular, all market leaders, combine the most advanced materials with the endorsement of hundreds of thousands of mothers.

1 Maws Simpla Feeders—unbreakable, boilable, clear as glass: so obviously right for today's needs that nearly two million are sold each year in the UK alone.

2 Maws Teats: sales of 15 million a year in the UK prove their overwhelming popularity with mothers

3 Maws Simpla Tablets: by far the most modern way of sterilising feeders teats—no measuring, no mixing, no boiling.

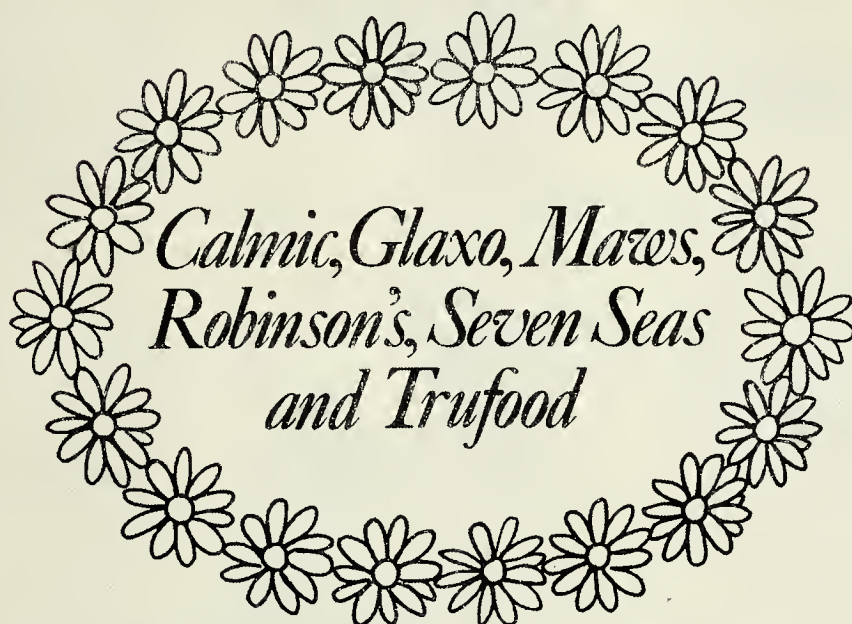
4 Maws Tufty Tails: the very latest in throw-away nappies, soft yet super absorbent. Developed in Sweden, brought to British homes by Maws because of their superb quality.

5 Maws Supple: a specially formulated pre-natal oil to keep skin supple and prevent stretch marks—a vital need for today's ever-young mothers.

With products like these backed by a sales force who travel over one million miles a year, Maws already lead the field. Now, with new resources and backing, Maws are planning even better things for Britain's babies—and for you. So keep close to Maws, Britain's leaders in baby care.



# What



## offer all mothers expecting first babies



This new expectant mother baby box is called the 'EXPECTANT MOTHER INFORMATION SERVICE', specially planned for the first-time mother-to-be.

It contains educational literature, (really essential, useful facts, help and advice), a baby book and babycare samples.

How does it work? It's simple.

The medical representatives of Calmic and Robinson's are distributing invitation cards to relevant members of the medical profession, who will in turn give the cards to mothers expecting their first baby.

You will then be able to give away the

box free to every first-time mother who presents her card to you.

Every box contains 8 babycare samples plus the educational material and 'The Glaxo Mother and Baby Book'.

An added bonus in every box is details of a great competition where your customers can win £750 worth of prizes—for you to present.

This box is a valuable service to first-time mothers—make it a valuable sales booster for you.

**"EXPECTANT MOTHER INFORMATION SERVICE"  
IS AVAILABLE TO CHEMISTS ONLY**



# Why you should insist on Cannon bottles & teats!

Clearly defined holes for controlled flow, and available in three flow sizes.

Nearest-to-natural shape for infant mouths

Internal spiral ribbing prevents collapse

Extra wide neck teat with screw cap for easier and more hygienic sterilization.

Here at last is a bottle to match the acknowledged high quality of the Cannon teats. The Cannon Bottle. The only bottle completely free of germ traps.

To beat those insidious germs we have eliminated the places they normally hide. So the shape of our bottle is round. It has a specially designed screw top, an entirely smooth interior. Even the printing of the measurements and our name is on the outside and not indented into the bottle.

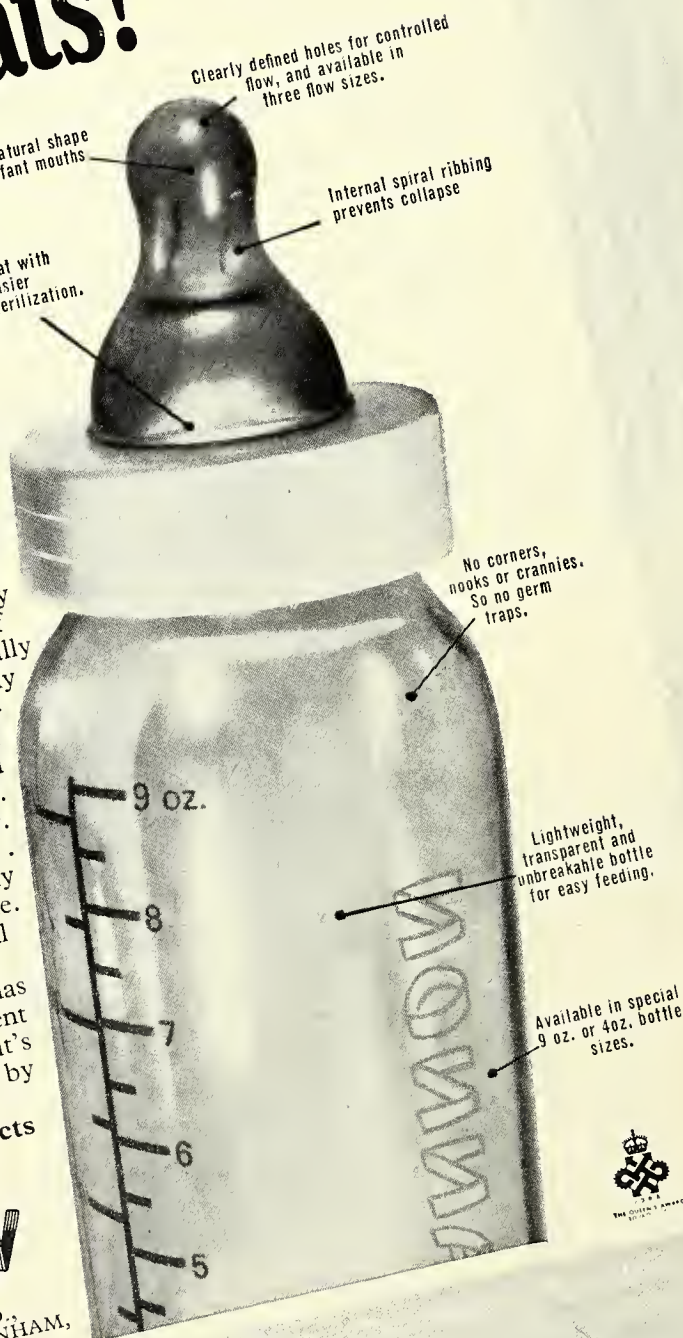
You're not forgotten either. The Cannon bottle is light . . . no aching arms after a twenty minute feed. And unbreakable. And also available in a special 4oz. size.

As much thought has gone into our bottle as went into our teat. That's why it's vital to ask for both . . . by name.

**Insist on baby products by Cannon.**

## CANNON

CANNON RUBBER  
MANUFACTURERS LTD.,  
ASHLEY ROAD, TOTTENHAM,  
LONDON, N.17



This advertisement is currently appearing in the Consumer Press. Be prepared for demand and replenish your stocks of Cannon Baby Products through your local wholesaler.



# *Ask your Chemist for Carresin says the Nurse*

## **But will he have it?** *asks Dr Crowther*

With fourteen letters in the morning post all saying "My chemist has no Carresin" Sales Director Ken Rivers was feeling desperate. Every chemist in the country has been told about Carresin — every wholesaler given details. Nurses and Health Visitors are giving the new mother excellent working samples and telling them to "get it from your Chemist".



\* He carefully chose an antique Dutch flintlock made by Leonard Graeff and having silver mounted ivory stocks, terminating in a silver helmet.

Carresin is a "chemists only" line — and here is the only sales channel blocked. In despair Ken reached for his gun\* "Stop Ken!" we cried. "Tell the chemists once more about Carresin". Looking the pharmaceutical profession keenly in the eye Ken said "We don't want you to order a couple of gross of Carresin—but please put three bottles on your shelves from the wholesaler!"

New mothers WANT Carresin for use at nappy change —to control bowel bacteria on the skin (those which cause gastro-enteritis) to prevent nappy rash, to remove bowel soil. Don't you feel that you owe it to your customers—the new mothers—to have Carresin when they ask for it?



By Appointment to Her Majesty the Queen  
Manufacturers of Dairy Cleansers  
**Hadleigh-Crowther Limited**  
Caversham Laboratories, Reading RG4 0AG



# STAND UP AND TRADE UP IN BABYGOODS

The chemist who wants to develop his sales of baby sundries cannot do better than review his product range of baby feeding requisites, which should be carefully sited to meet the needs of the nursing mother who regularly buys baby foods and associated products.

William Freeman and Co Ltd, of Barnsley, who manufacture and market the Suba Seal range of 40 different baby care requisites — one of the biggest ranges — recommend locating the baby feeding section near to the baby foods and preferably not far from the shop entrance so that the mother can keep an eye on prams outside.

Teats and feeding bottles need prominent presentation—the Suba Seal range is designed for self selection with individual bubble packing for lines such as teats, teething trainers, soothers etc.

A typical selection will include narrow and wide necked feeding bottles, narrow and wide necked teats, polystyrene teething trainers, soothers, mini-feeders for fruit juices and feed supplements, cot hot water bottles, beakers, measuring jugs and inexpensive insulating containers which keep pre-mixed feed bottles warm for up to four hours.

Freeman are currently supplying a four-tier stand which is 20in square by 4ft high to carry a representative range of products. Teats and soothers are available boxed for counter display and carded lines are supplied for wall display.

One of those floor stands will start a baby feeding requisites department, and the manufacturers will advise on the selection of suitable lines for stand loading and will supply point-of-sale material for individual products.

Freeman say that there is evidence of "trading up" in this market. The individual cot hot water bottle which used to be considered a luxury is rapidly becoming a necessity, with emphasis on the higher-priced luxury products.

A centre position is advised for product display, and a successful product plan

for the four tier stand is based on teats on the top shelf, assorted 8 oz and 4 oz feeding bottles on the second shelf, soothers, teething trainers and minifeeders on the third shelf, and Suba Warma and Staywarm insulated containers on the bottom shelf. Cot hot water bottles can be separately featured as a special promotion line, particularly between the months of September and March.

Counter stands and carded lines give the smaller shop an opportunity to develop this profitable market if available floor surface is insufficient to take the four tier type of stand.

The nursing mother is looking for hygiene and convenience—she is aware of the need to maintain a high standard of hygiene in feeding routines, and tends to look for the nationally promoted branded product with hygienic standards of packaging and presentation which ensure that feeding requisites are available in a convenient and hygienic condition.

Today the baby care market is met by a

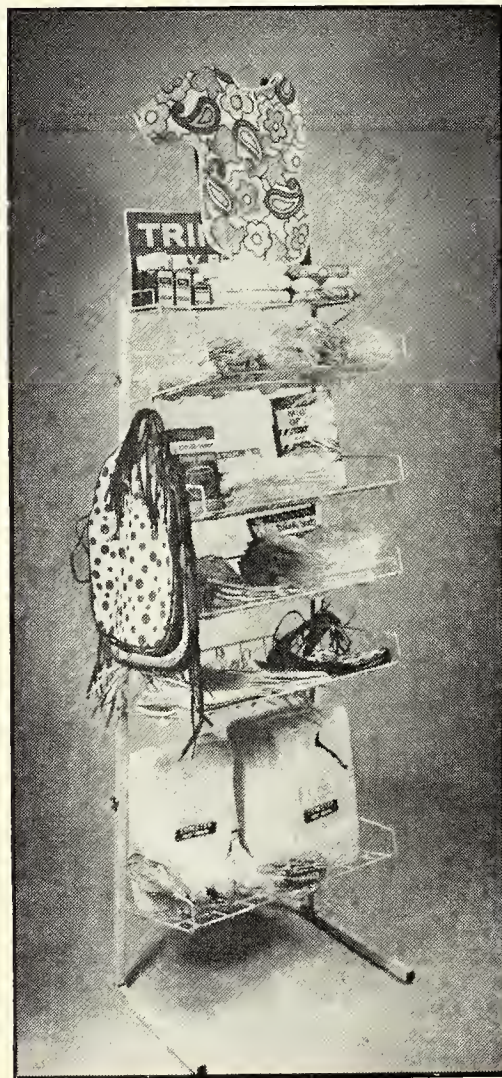
wide range of products that have been produced as a result of careful research by manufacturers to cater for the modern mother.

The development of the market since the thirties is a reflection of the affluence and care which the post-war mother is prepared to devote on her offspring. It is also indicative of the current trend towards easing the effort and work which the pre-war generation regarded as a necessity.

The emphasis on hygiene has led to the widespread use of home sterilising unit for feeding equipment, and the convenience factor has resulted in the development for example of disposable nappies and nappy liners.

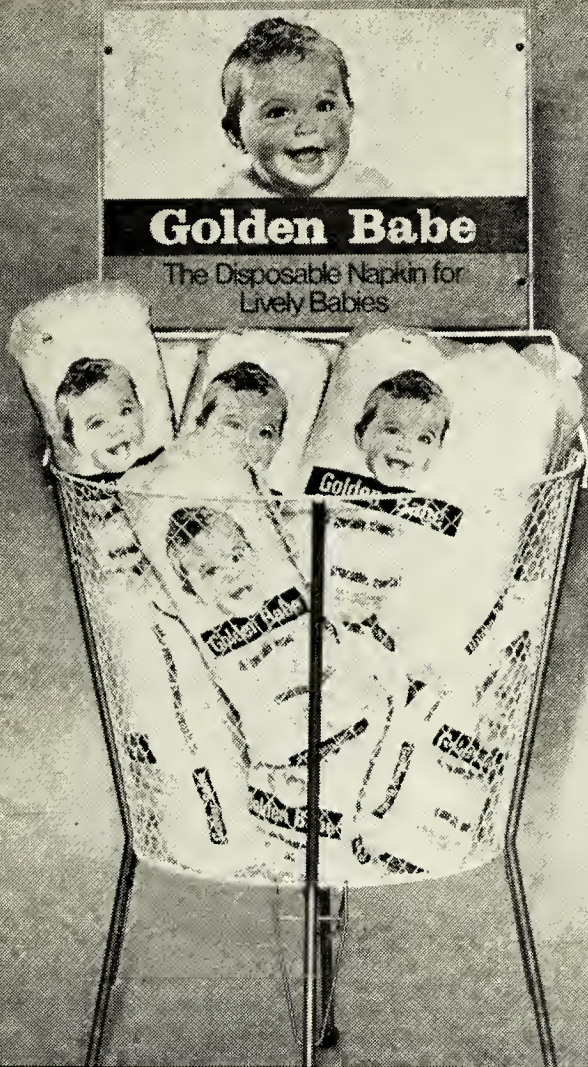
With the current emphasis on the child's development, both physically and mentally, the total market has grown to an

*The BPA stand, supplied by Johnson and Johnson, which measures 24 in x 13 in gives the equivalent of 8 linear feet*



*The Trimster Co Ltd, Dorking, Surrey, who manufacture a colourful and complete range of basic babyware, now have available a display stand 5 ft tall, 21 in wide and 14 in deep. The six shelves hold the entire range of Trimster baby products which include various designs of nappies, anti-rash nappy liners, coloured plastic pants, stretch towelling trainer pants backed with plastic, party pants—frilly and lace covered in four pale pastel shades and all shapes and sizes and patterns in bibs and feeders.*





*Aid to sales and flexibility of display: this brand new dump bin is available to all chemists from Lilia White (Sales) Ltd, Chalford Mills, Birmingham 8, to help promote Golden Babe sales through chemist outlets*

annual value in excess of £30 million.

Traditionally, the chemist is the main outlet for baby-care products designed for the child's hygiene. Those products consist in the main of powders, oils, creams, soaps and in total represent around £7½ million per annum at retail selling prices. The market value shows that the chemist's preserve is therefore the equivalent of something like a quarter of the total baby-care market. The Johnson & Johnson view is that it is a promising market consuming an increasingly sophisticated range of products which on average yield a mark-up of 37 per cent. But is the retail pharmacist exploiting it efficiently, studying it intelligently in order to discover and develop which section promises greatest profitability?

The two cardinal considerations are stock selection itself and the siting of the baby goods' section within the shop.

Siting baby products can be a problem because of the average chemist's continual headache — limited space, and the problem is more acute for the pharmacist who by tradition has to carry a wide range of patent medicines in addition to other lines such as beauty aids and cosmetics and specialised foods — not to mention photographic equipment, hot water bottles, household gloves, etc.

With shelf space at a premium — even in those chemists' who have adopted a degree of self-selection it is worthwhile taking a look at the advantages of stand merchandising.

Stands enable the chemist to implement mobile merchandising because they can often be sited in any part of the shop. That mobility brings about consumer awareness of baby products. Another advantage — and possibly the most attractive is profitability of selling space. Stands enable the retailer to achieve a higher profit per square foot of shelf space than he might achieve in terms of linear profitability from a shelf location. The amount of linear space which can be obtained from a stand in proportion to the area of floor space it occupies is deceiving!

As an indication of that point, we illustrate on the facing page the BPA stand devised by Johnson's. It occupies only 24 in x 13 in of floor space but gives the retailer 8 linear feet of display. The larger BPB stand with a base area of 29½ in x 14½ in gives the equivalent of 11 linear feet.

Research carried out by the same company suggests that, irrespective of the in-store location, the creation of a miniature baby section within the shop by siting specialised toiletries adjacent to the baby food stands which are available from such companies as Heinz and Gerber can pay dividends.

*An in-store display of carded products and other self-service lines located near the baby food section*





# PRODUCT AND PROMOTION ROUND-UP

## Baby foods

### Support for the chemist

The baby food market in cans and jars is worth more than £15 million a year, of which H. J. Heinz Co Ltd claim an 88 per cent share on a unit basis. The chemist sector accounts for 30 per cent of total baby food sales.

Against a falling birth rate of 4 per cent over the past five years, the baby food market has expanded 42 per cent. Today, it is estimated the average child will eat more than 450 cans and jars of baby food a year.

Heinz have just introduced a new range of Toddler Foods for the older child. And the products are a result of the Heinz belief that there is a huge market potential for a range of foods especially prepared for children aged 15 months and beyond. The company also produces 110 different baby food varieties and sells over one million tins and jars every day. While no single variety dominates the market, the three most popular varieties in strained foods are: Bone & Vegetable Broth, Egg Custard with Rice, Apples. The three leading junior foods are: Egg & Bacon Breakfast, Rice and Chicken.

On the marketing and merchandising side, Heinz support the trade with regular bonuses across the complete range of baby foods, enabling the chemist to offer their customers substantial savings; for example, by buying on bonus periods and offering multiple purchases of four 9d varieties for 2s 6d, the chemist is offering a mother baby food at 7½d.

The multiple purchase system is also a method of competition that a grocer cannot easily emulate.

The company also offers a service of vetting of correct shelving layout and pricing, plus ensuring attractive displays to tie up with pre-arranged promotions and national advertising campaigns.

Shelving studies carried out by Heinz show that vertical blocking works as well for baby foods as for other product groups. They recommend that strained and junior cans should be blocked adjacent to one another with strained varieties first in the traffic flow and the more expensive glass jars blocked separately in the order strained and junior. Within these categories savouries should be grouped in one block and desserts in another.

It is suggested that baby food sections should be positioned early in the traffic flow and ideally should be located on a perimeter wall. In order to give mothers time to browse and select the varieties,

the section should be kept clear of the entrance.

Advertising support for Heinz products is strong. Continuous full-page advertisements in both colour and black and white are run in all leading women's magazines and in the six leading medical/nursing journals. Continuous television advertising, in colour, will appear on all stations from April 27 to May 31, followed by similar bursts throughout the year.

### Manufacturers' 50 years

The parent company of Liga Infant Food Ltd, Leicester, Liga Fabrieken of Roosendaal, Holland, celebrated their 50th anniversary on March 1 this year.

They claim to be the largest producers of infant and dietetic foods in rusk form on the Continent and their products sell in 21 countries.

They brought out a special pack for England last year and their product is steadily gaining the confidence and approval of mothers in this country they state. Liga Balanced Infant Food is currently being advertised in colour on TV in Lancashire/Cheshire. (Liga Infant Food Ltd, 23 Saxby Street, Leicester.)

### Point-of-sale aids

Under their policy of supporting chemists who support their "chemist only" Spoonfoods and Junior Foods, Trufood have just introduced a new showcard to promote sales of these products. They also provide a self-selection unit which carries a stock of all the varieties and which is available to chemists who will maintain a full stock of both ranges on permanent display.

Printed in full colour the showcard,



which is available from the company's representatives, carries a photograph of a small child being spoon-fed by her mother. A colour picture of Spoonfoods and Junior Foods jars is stripped into the lower corner with the brand names lettered alongside.

The same picture is used on the headboard of the self-selection unit, and it ties in closely with Trufood's consumer advertising and with the consumer leaflet which is included in the Expectant Mother Information Service baby box.

It is made up of eight wire shelves which are raked so that, as the mother removes a jar, another slides forward to take its place. There are 35 slides for Spoonfoods holding 175 jars and 45 for Junior Foods carrying 180 jars. Each slide is clearly labelled at the foot with the name of the variety. It stands 63in high overall, 22in deep and 24½in wide. (Trufood Creameries, Wrenbury, Nantwich, Cheshire.)

### Ostermilk's new pack

New Ostermilk display material has been recently introduced by Glaxo Laboratories Ltd, Greenford, Middlesex, plus a new Ostermilk pack having a red flash stating "Recommended by maternity hospitals."

The trade display material includes modular polystyrene window or "instore" units available in sets of three and suitable for a number of eye-catching arrangements.



Ostermilk marketing is currently being supported by extensive consumer advertising, including full-colour whole-page advertisements in women's magazines. And the theme — "Why my mum chose Ostermilk for me" — is repeated in the merchandising material.

### £730,000 promotion campaign

Gerber baby foods currently claim a 20 per cent share (by value) of baby food sold through chemists. This market share has been growing steadily and during 1970 will receive a considerable boost with a £730,000 promotional campaign. Gerber will be distributing £100,000 worth of vouchers to encourage sampling and spending and £400,000 on a national television advertising campaign.

Recently they held a "Take five—pay for four" spring promotion exclusive to chemists which was backed by special point-of-sale material, selling in for this promotion started on February 18, and

Continued on page 19





9 out of every 10  
cans & jars  
of baby food  
bought are  
Heinz.

we're not too sure about  
the tenth





"Best for Baby Care"



# Buyers' guide to Britain's biggest range of baby feeding requisites

All SUBA-SEAL baby feeding and nursery requisites are manufactured from the highest quality materials. They are presented with scrupulous regard to hygiene and the convenience of the nursing mother—and embody every proven aid to healthy and hygienic baby care.

SUBA-SEAL Baby Care Products are manufactured under strict quality control conditions in our own factory.

- |   |        |   |        |
|---|--------|---|--------|
| 1 De Luxe Baby Feeder Complete          | I.C.47 | 19 Suba 'Mini-Feeder'                                       | I.C.42 |
| 2 'Staywarm' De Luxe Narrow Neck        | I.C.48 | 20 All Rubber Soother                                       | I.C.53 |
| 3 'Suba-Warma'                          | I.C.43 | 21 Silicone Teething Trainer                                | I.C.52 |
| 4 'Staywarm' De Luxe Wide Neck          | I.C.49 | 22 All Rubber Teething Trainer                              | I.C.38 |
| 5 'Staywarm' Complete Baby Feeder       | I.C.44 | 23 Plastic Teething Trainer                                 | 5.A. 3 |
| 6 8 oz. Boilable Feeder Narrow Neck     | 5.A. 2 | 24 Mini-Soothe with Ring                                    | I.C.36 |
| 7 8 oz. Boilable Feeder Wide Neck       | 5.A.30 | 25 Mini-Soothe without Ring                                 | I.C.35 |
| 8 8 oz. 'Suba-Clear' Bottle Wide Neck   | 5.A.31 | 26 Cover/Measure  | 5.A. 5 |
| 9 8 oz. 'Suba-Clear' Bottle Narrow Neck | 5.A.33 | 27 Feeding Bottle Teat Cover                                | 5.A.44 |
| 10 4 oz. Boilable Feeder Narrow Neck    | 5.A. 1 | 28 10 oz. Measuring jug                                     | 5.A. 4 |
| 11 4 oz. Boilable Feeder Wide Neck      | 5.A.32 | 29 Beaker   | 5.B. 4 |
| 12 'Suba-Seal' Feeding Bottle Closure   | 3A3.29 | 30 Standard Cot Hot Water Bottle                            | I.A. 8 |
| 13 Narrow Neck Silicone Teat            | I.C.18 | 31 'Streamline' Cot Hot Water Bottle                        | I.A. 7 |
| 14 Wide Neck Silicone Teat              | I.C.51 | 32 'Suba-Luxe' Cot Hot Water Bottle                         | I.A.45 |
| 15 'Latex' Narrow Neck Teat             | I.C.34 | 33 'Suba-Cosy' Cot Hot Water Bottle                         | I.A.58 |
| 16 'Latex' Wide Neck Teat               | I.C.39 | 34 Baby Set   | I.C.50 |
| 17 Moulded Rubber Narrow Neck Teat      | I.C.17 | De Luxe feeding bottle with Silicone, Latex or Moulded Teat | I.C.70 |
| 18 Moulded Rubber Wide Neck Teat        | I.C.40 |   |        |





"Best for Baby Care"

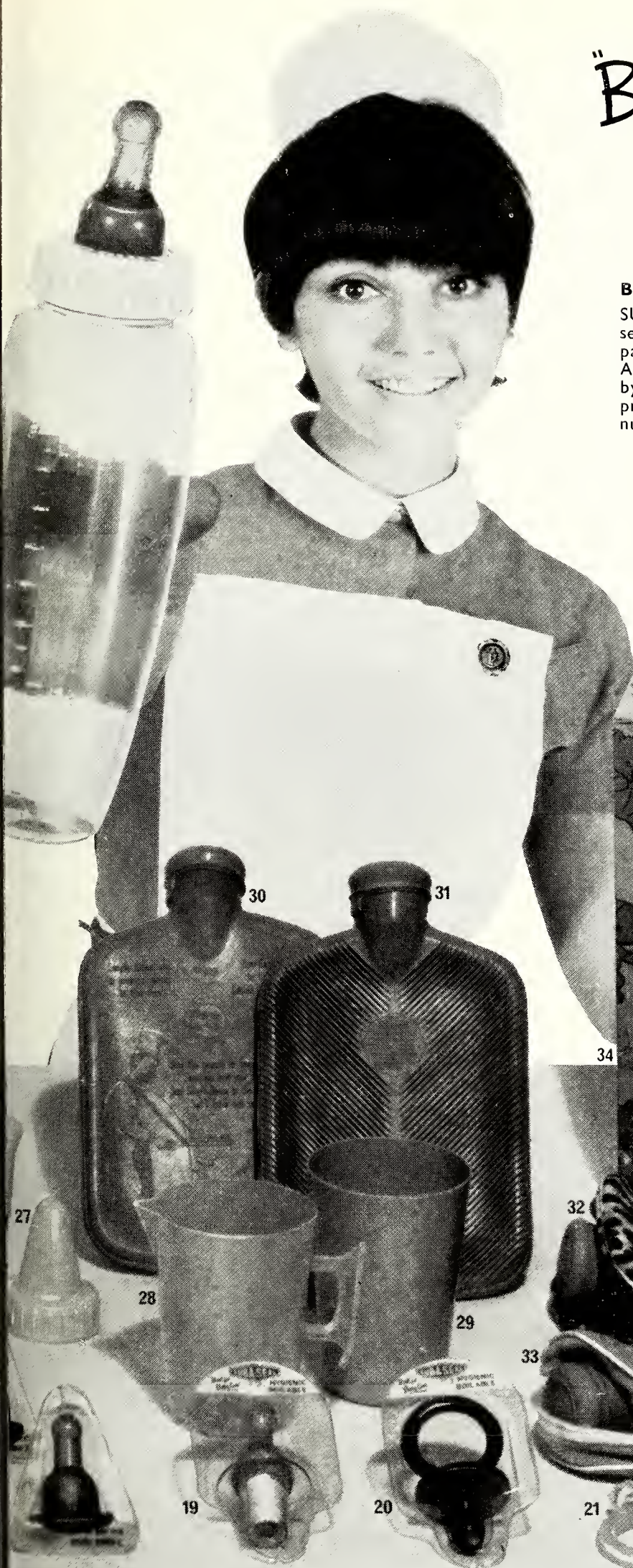


**BACKED BY FULL POINT-OF-SALE SUPPORT**

SUBA-SEAL means full support at the point of sale too—self-service stands, product dispenser cards and attractive individual packs for immediate sale.

And when you display the SUBA-SEAL Range, you are backed by the resources of a nationally known manufacturer whose products have earned the steady support and confidence of the nursing and medical professions as well as the nursing mother.

**William Freeman & Co. Ltd.**  
**Suba-Seal Works,**  
**Staincross,**  
**Barnsley, Yorkshire**  
**Tel: 4081 PBX**







## Make the most out of what you can get

It's advice you're probably following. You know Paddi products outsell any other disposable. You know that throughout 1970 Paddi will be advertising with big spaces in all the magazines mothers read.

So you're selling more Paddi products than anything else. And getting big profits as a result.

So why not sell even more Paddi products? By stocking even more. From our large range of best sellers.

Remember. Pads. Rolls. Pleats. Pilches. Garments. All helping to line your pockets.

Because Paddi stands for profit.

**PADDI**



# PRODUCT AND PROMOTION ROUND-UP

is, as yet, too early to assess the results, by the manufacturers.

Direct mail plays a major part in the marketing of their products. The Babytime Club with free membership to pregnant women and mothers with babies under a year old has an up-to-date mail-



ing list of 300,000 members who receive copies of "Babytime"—the club's quarterly newspaper — accompanied by vouchers worth an annual total of 7s 1d. Through the club the mother is also able to buy household and nursery goods at greatly reduced prices.

## 'added protein' range

Robinsons Baby Foods (Reckitt & Colman Food Division, Carrow, Norwich) are launching their "added protein" range of instant foods on May 15. The 11 savoury varieties will, say Robinsons, contain between 5 and 7 per cent more protein, depending on the variety.

The extra protein is derived from soya flour, which is replacing some of the existing flours.

During the period of the launch, there will be a promotional bonus to retailers.

There will also be press and television advertising at the time, although this will cover Robinsons instant baby foods generally, not the "added protein" range specifically.

The company are currently running a consumer offer of fibreboard nursery furniture. The items include toy bins, a play seat, Wendy house, a bird mobile and nursery figures.

## Feeding

### Griptight '70 introductions

Bright orange and pink is the new colour scheme chosen by Lewis Woolf for their new Griptight '70 range. The traditional baby product range has been completely re-designed in smart eye-catching packs and some interesting new lines have just been introduced.

□ The Freflo feeding bottle set is an addition to the well-established and nationally advertised Freflo range. It should attract attention as a reasonably priced gift for a new baby or as a pur-

chase by the new mother herself. Retailing at 17s 6d it contains: two 8oz/240cc polycarbonate wide neck feeding bottles; one 4oz/120cc polycarbonate wide neck feeding bottle; three spare Freflo teats; two teat covers; one new Griptight bottle brush.

Freflo polycarbonate bottles appear for the first time in their new '70 range packaging but their design, including the thumb grip and rimless neck, is unchanged (8oz/240cc—3s 11d retail; 4oz/120cc—3s 1d retail).

□ Few mothers these days buy only one teat at a time, and Freflo teats are now available in a window carton containing three teats for 3s retail. There are 20 cartons per display outer. Singles are still available at 1s 1d.

□ The new Griptight bottle brush is a result of requests by mothers for a brush with thicker tufts and a plastic handle to make thorough cleaning much easier. Price 2s 3d retail.

□ Two new baby pacifiers are introduced. The all-latex pacifiers are American style, with latest ring, shields and teats (1s 6d). The teething pacifiers have harmless jelly-filled teats and are especially designed to give relief to sore gums when baby is teething. There are two in a window carton so that one may be cooled in a refrigerator while the other is in use (1s 9d). Griptight rattle soothers (1s 6d) and Griptight teething ring soothers (1s 3d retail) also appear in the new '70 range designs. (Lewis Woolf Griptight Ltd, 144 Oakfield Road, Selly Oak, Birmingham.)





# PRODUCT AND PROMOTION ROUND-UP

## Feeding

### *Hospital tests with silicone teats*

Hospitals and clinics are currently running trials in maternity units with Suba Seal silicone teats, which may be steam-sterilised or boiled without deterioration, and which are said to outlast the conventional teats with no variation in hole size. There is increasing interest, particularly from hospitals, in these products following recent investigations into outbreaks of gastro-enteritis among babies following incomplete sterilisation of milk-room equipment.

Made from an inorganic, non-toxic material, Suba Seal silicone teats can be sterilised by any of the conventional methods, and can be re-used in maternity units with complete safety, say the makers, William Freeman & Co Ltd, Barnsley.

### *A new look at Maws*

New Year 1970 found new top management at Maws, headed by Malcolm N.

Montgomery, the new managing director. The first step was to take a long look at the company's future. Maws products and all aspects of marketing were the subject of detailed re-examination and positive steps were taken to set the new policies in motion.

In 1969, more than 800 lines were being merchandised by Maws and, obviously, not all were good sellers. Streamlining the product list is a 1970 objective, to increase efficiency on all fronts and to relate activities more closely to consumer demand.

Other important areas affected by this rationalisation process are manufacturing, warehousing, stockholding, selling-in timing and customer service.

Marketing and sales policies will be co-ordinated to work efficiently together, ensuring that as Maws expand no gaps in service arise. The team will be strengthened by marketing specialists who are in the process of being recruited. To ensure

the continuing quality of products, a new quality control laboratory is being built.

The company's sales force has been reorganised. Five new area managers and two regional managers have been appointed. The Maws brand name will continue to be sold exclusively through retail chemists.

They have also been looking at their packaging. They are creating a strong "family" look for all their products to aid the retailer and housewife in brand identification; the first of the "new look" packs will be launched shortly.



# £20 million chemist sales...

... are in baby products. Leading manufacturers have proved that sampling increases mothers' purchases of these products.

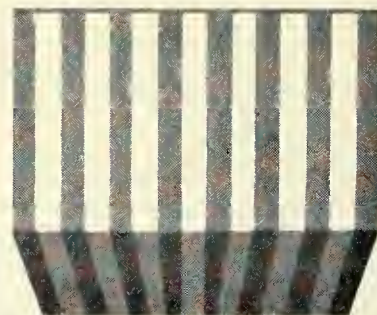
**Bounty samples to 600,000 new mothers per year.**

Bounty's own team of nearly 100 women deliver samples to mothers in hospitals. This ensures that busy, unpaid intermediaries are not bothered with storage and handling, and that samples reach new mothers without duplication or waste.

Bounty is the longest established (1960) baby market sampling service and has its own publication, The Bounty Baby Book; circulation 600,000. In the baby market, Bounty has authority and continuity.

**Among Bounty's clients are:**

**Farley's Rusks, Farlene, Freflo Teats, Heinz Strained Foods, Marmite, Savlon Cream, Steedman's Teething Jelly, Virol, Comfort.**



**For further information please contact:**

**Bounty Services Limited Guardian House, 92 Foxberry Road, London, SE4. 01-692 3608**



# PRODUCT AND PROMOTION ROUND-UP

## Feeding

### Award for Cannon

The Cannon Rubber Manufacturers Ltd, Shibley Road, London N17 have been awarded the Certificate issued for 1970 by the Royal Institute of Public Health and Hygiene, in acknowledgment of the purity, quality and merit," after strict examination, of their polycarbonate baby feeding bottles and teats.

It is understood that Cannon are the only company currently holding the award for this type of product.

Other awards currently held include the Queen's Award to Industry for export achievement (Cannon export over 50 per cent of their baby feeding bottles).

The company is shortly to bring out a whole new baby product range, details of which will be announced.



## Pants and nappies

### Comprehensive Paddi

The disposable nappy market is worth more than £3 million a year. Over 10 per cent of British mothers are regular users of disposable nappies, and if usage in the UK reached the level of Sweden, the market could be worth £32 million. Claiming over half the market share, Paddi (Robinson & Sons Ltd, Chesterfield) remains brand leader. Chemists are the traditional source of the market.

The Paddi range of disposable nappies include the following:

Paddi pads: with cotton wool facing, these are claimed the softest disposables on the market. Retail price: Packs of 10: 3s 3d, packs of 30: 5s 9d.

Paddi pleats: 10 foot length of soft gauze covered nappy material, square packed in concertina folds for easy handling and storage. Retail price: 2s 4d.

Paddi rolls: 10 foot roll of soft gauze covered material. 2s 4d. Both of these are the widest rolls on the market.

Paddi garment: in soft pvc said to be

the only adjustable garment on the market. 7s — small, medium and large — 7s 6d extra large.

Paddi pilch: soft baby pants in pvc. 3s 11d all sizes.

Liners by Paddi, launched last week, are the newest addition to Robinsons range of disposables.

The liners come in packs of 25, 50 and 100, with suggested retail prices of 2s 8d, 4s 9d and 9s respectively. The 25's and 50's are packed 12 to the outer; the 100's 6 to the outer.

If orders are placed within 15 days of notification by the sales force, the chemist will receive an introductory bonus of 12 for the price of 11. And at bonus prices, he can receive up to 38 per cent profit on return.

Attractive display material is available for promoting all of the Paddi products. Specially designed for new liners by Paddi are free wire stands and free counter trays (holding six boxes of 50's). Consistent advertising supports Paddi products, and last year Robinsons claim to have outspent all other brands put together (excluding nappy liners).

### Weight/size marking

Cuxson, Gerrard & Co Ltd, Oldbury, Worcs, emphasise the clear size-marking on the packs of their Sanoid baby pants. Each pack indicates the weight-range that the particular size is designed to fit.

Sanoid are made of soft plastic, which, say the makers, is readily washable and long-lasting.

The pants are cut in four sizes: small, medium, large and extra large.



### New night-time nappy

Sof'down throw-away nappies have been accepted by many maternity and children's hospitals throughout the country. As a result of tests in one such hospital, a special design was specified for a thicker and more absorbent product for night-time use when a baby is left in his nappy for a considerably longer period of time than during the day.

The result of that request is the new Super Sof'down nappy, manufactured by Lewis Woolf Griptight Ltd, Selly Oak, Birmingham, which they recommend for night-time comfort. The suggested retail price is 4s 3d—the same as for standard

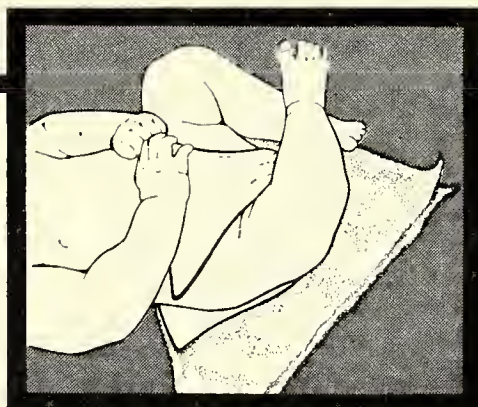
*Continued on page 25*







—Cos  
they help  
prevent  
nappy  
rash



Three sizes  
Suggested Retail Price:  
Standard (0-5 months) 2 for 5/11.  
Large (6-10 months) 2 for 7/11.  
Pants (over 10 months) 2 for 8/11.  
FULLY GUARANTEED

**Marathon**

from  
**MARATHON KNITWEAR  
(Nottingham) LTD.**

Peveril Works, Peveril Street,  
Nottingham.  
or from your usual wholesaler.

2 million other  
mums use the  
**Marathon dryliners**

**MAKE SURE YOUR STOCKS  
ARE AVAILABLE**

Help babies combat nappy rash and baby's discomfort with the Marathon Dry Liner, the special one-way nappy. The Marathon dry liner fits inside baby's regular nappy, whether terry or disposable. Being non-absorbent urine passes through to the outer nappy, thus keeping baby dry and comfortable.

WRITE FOR FREE LEAFLET



To every chemist who has customers  
with children, this is a very  
profitable word:

**Cuticura®**



Soap-Talcum Powder-Ointment  
Cuticura Laboratories Ltd., Maidenhead, Berks.



# 17 years ago we started at the bottom...

The Calmic Junior Pharmacy began with a nappy rash product—Drapolene Cream. It's a name mothers have come to know and trust—and it has brought 17 years of steady business exclusively to chemist shops. Sales are still on the up and up.

Then came Calpol—fastest growing product in the children's analgesic market—a product with a reputation for effectiveness, safety and acceptability.

And now there is Calmic Gripe Mixture, the first product of its kind to contain polymethylsiloxane for really effective and gentle relief of wind and gripe pains in babies. Your customers know it, because Calmic Gripe Mixture is being heavily advertised in the magazines most read by mothers of young babies. They're also getting the chance to try it, because Calmic Gripe Mixture is included in the Expectant Mothers Information service sample box.

From Calmic Gripe Mixture you can confidently expect the same steadily increasing sales as the other products in the Calmic Junior Pharmacy.



Calmic Limited, Crewe, Cheshire.



# PRODUCT AND PROMOTION ROUND-UP

of down. The number of nappies contained, however, differs. Standard size, 10 nappies per packet; night-time, 14 nappies per packet.

Sof'down Tie-pants have been re-packaged in a polythene bag designed to complement the Sof'down nappy packaging. There are five tie-pants per packet and the recommended retail selling price is 2s 10d.

## A comprehensive range

Ilia White (Sales) Ltd, Charford Mills, Birmingham, claim for their Golden Babe Nappies approximately 30 per cent of the disposable nappy market.

They estimate that the chemists' share of total sales of this type of product is around 58 per cent; grocery outlets accounting for 24 per cent and all others 18 per cent.

As well as the nappies, the Golden Babe range includes Snuggi Pants in four sizes, and Bouncer pants, designed to fit over terry towelling nappies, in three sizes.



## Over-the-counter medicinals

### Against nappy rash

It is probably true to say that more baby rashes are caused by the general condition known as nappy-rash (ammoniacal dermatitis) than by all the other incidents of babyhood.

The napkin area is enormously important for it is here that the bacteria responsible for infantile gastro-enteritis have their origin. Carresin, produced by Haddley-Crowther Ltd, Reading, is designed to combat trouble in the area. It is a bland emulsion, which firstly, sets up a barrier to protect the skin against the

action of urine; secondly contains alkyl dimethyl benzyl ammonium chloride and thus offers control of the responsible bacteria, and, thirdly, applied on cotton wool to the napkin area makes nappy changing a much less unpleasant operation, say the makers.

Carresin is a chemists line and supplies are available from all recognised wholesalers.

## Powder and cream

Both Sanoid baby powder and baby cream are claimed by the makers, Cuxson, Gerrard & Co, Oldbury, Worcs, to be useful in combating napkin rash.

The powder is fine and of a smooth texture, highly absorbent and is said to have a cooling and soothing effect. It is also perfumed and supplied in attractive containers with sprinkler caps specially designed for one-handed operation.

The cream—which, like the powder, contains hexachlorophene—is also recommended against napkin rash and, further, is said to be suitable for the treatment of scurfy scalp or "cradle cap" in small babies.

## A 'junior pharmacy'

Calmic Ltd, Crewe, Cheshire, report excellent response to the recent restyling of packs of their product range.

Drapolene cream, for 17 years a brand leader in the napkin rash cream market, is still increasing its sales at a rapid rate. Calpol suspension is another of their products which is a front-runner in its field. A pleasantly raspberry flavoured suspension of paracetamol. Children and babies really do find it palatable, say Calmic.

In addition to their established range, a recent introduction is Calmic gripe mixture. Polymethylsiloxane, a surface active ingredient, is combined with the

traditional carminative and rectified spirit to form a safe, soothing product which, the makers state, really deals effectively with gripe pains and wind.

These products are being promoted as a complete package-deal—"The Calmic Junior Pharmacy." Each product within the range is colour-coded to provide instant identification.

## Promoting Minadex

New Minadex point-of-sale display items introduced by Glaxo Laboratories Ltd, Greenford, Middlesex, are a six-pack dispenser and a single-pack display, both giving prominence to the theme—"Minadex, so good for the family... children love it!" Extensive trade advertising puts the emphasis on "Minadexterity (the art of moving stock quickly)" and chemists are advised to take advantage of the merchandising material and the Glaxo discount parcel facility.





# PRODUCT AND PROMOTION ROUND-UP

## Over-the-counter medicinals

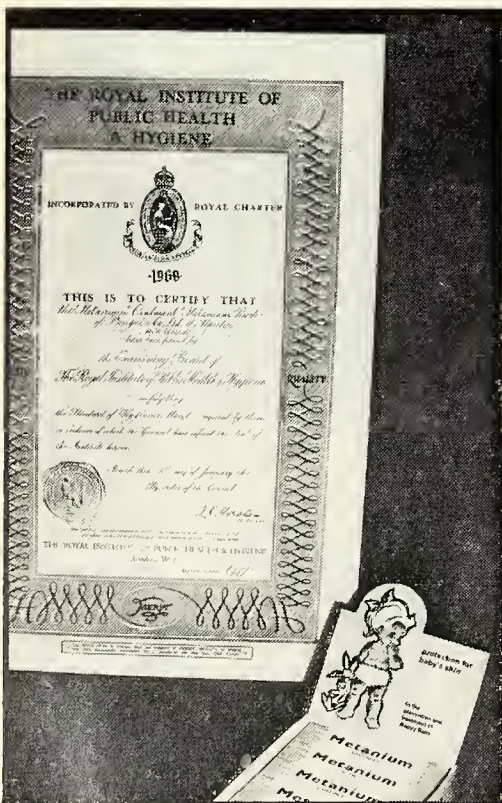
### Combating nappy-rash

"No wild claims to fame for Metanium. Let two things speak for the product—a file of testimonial letters and the certificate of purity and quality issued by the Royal Institute of Public Health and Hygiene awarded to the product for many years."

That is the summary given by the manufacturers, Bengué & Co Ltd, Alorton, Wembley, Middlesex.

The product, designed to combat nappy-rash, consists of a combination of titanium compounds in a siliconised base. Titanium has an amphoteric action by which it is capable of absorbing moisture from the skin and discharging it again on exposure to the atmosphere.

By this means the excessive moisture, inevitable when the skin is covered with napkins, is controlled, and the contained silicone provides, in addition, an extra protection.



Citing a recent investigation carried out by Dr Audrey Lowry, the makers say that "although some maintain that nappy eruptions are largely due to the ammonia liberated from the urine-soaked napkins producing an ammoniacal dermatitis, the study by Dr Lowry goes far to show that simple maceration of the skin arising from excessive moisture plays

a greater part in the production."

The formula of Metanium ointment is: Titanium dioxide, 20 per cent; titanium peroxide, 5 per cent; titanium salicylate, 3 per cent; titanium tannate, 0.1 per cent; silicone-paraffin base to 100 per cent.

### New, larger Placidex

A new 100 ml bottle of Placidex has been introduced by E. C. De Witt & Co. Seymour Road, London E10. The product



was recently given a "face lift" with a new slim bottle and redesigned pink labels and packaging. Placidex is recommended as a safe analgesic for children from three months upwards.

The new bottle will retail at 5s.

### Seven Seas addition

A recent addition to the range of Seven Seas products is Start Right, an extra refined, orange flavoured cod liver oil, specially blended for babies from birth through the first year of life. It contains vitamins A and D, plus polyunsaturates.

It is claimed to mix easily in milk or fruit juice.

The Seven Seas orange syrup has been newly reformulated and repacked. This is a formulation of orange juice and cod liver oil, supplemented by vitamins B<sub>6</sub>, C and E. (British Cod Liver Oils [Hull & Grimsby Ltd], Hull.)

## Keeping up with the times

To retain their leading position in the infant milk food market, Cow & Gate, Guildford, Surrey, have kept constantly abreast of modern trends. For instance, their feeding schedules and explanatory notes are published, for use in the UK alone, in no less than eight different languages.

To the already large range of aids and services to the medical and nursing professions, the company has recently added a Mothercraft visual teaching aid and foetal development chart. Three films released recently for teaching purposes cover all aspects of "Midwifery in the UK," "Motherhood" and the duties of "The health visitor," and these films (in addition to films on "Examining the Newborn Baby," "Resuscitation etc) are in constant use throughout the country, say the company.

The introduction of the Cow & Gate bulk food mixers has helped a large number of hospitals and maternity units to solve the increasing problem of staff shortages. These mixers prepare large quantities simultaneously, and then dispense, ready mixed, into individual feeding bottles. In those hospitals where disposable feeds are preferred, the company is meeting the demand with Cow & Gate Prepared Feeds—pre-sterilised liquid feeds, standardised to the composition of reconstituted Cow & Gate roller dried milk food.

On leaving the hospital, a mother is given a sample of Cow & Gate milk food to enable her to continue to feed her baby with a similar food until she has had an opportunity of purchasing a carton from her chemist.

In addition to the standard half and full cream cartons, there is also a wide range of specially modified milk foods designed to meet the need of babies suffering from almost all the diseases and abnormalities of infancy. Considerable importance is attached to providing the right food for premature babies and Cow & Gate have, in fact, fed no less than 13 sets of quadruplets, and recently, Cow & Gate was also chosen to feed both the Hanson and Letts quins.

### 'Cradle cap' lotion

The Trimster Co Ltd, Dorking, Surrey, have developed a new greaseless lotion to combat "cradle cap" and restore baby's scalp to a healthy state. It will retail at 3s 6d a bottle.

The active components of the new Cradle Cap Lotion are salicylic acid and bithionol.

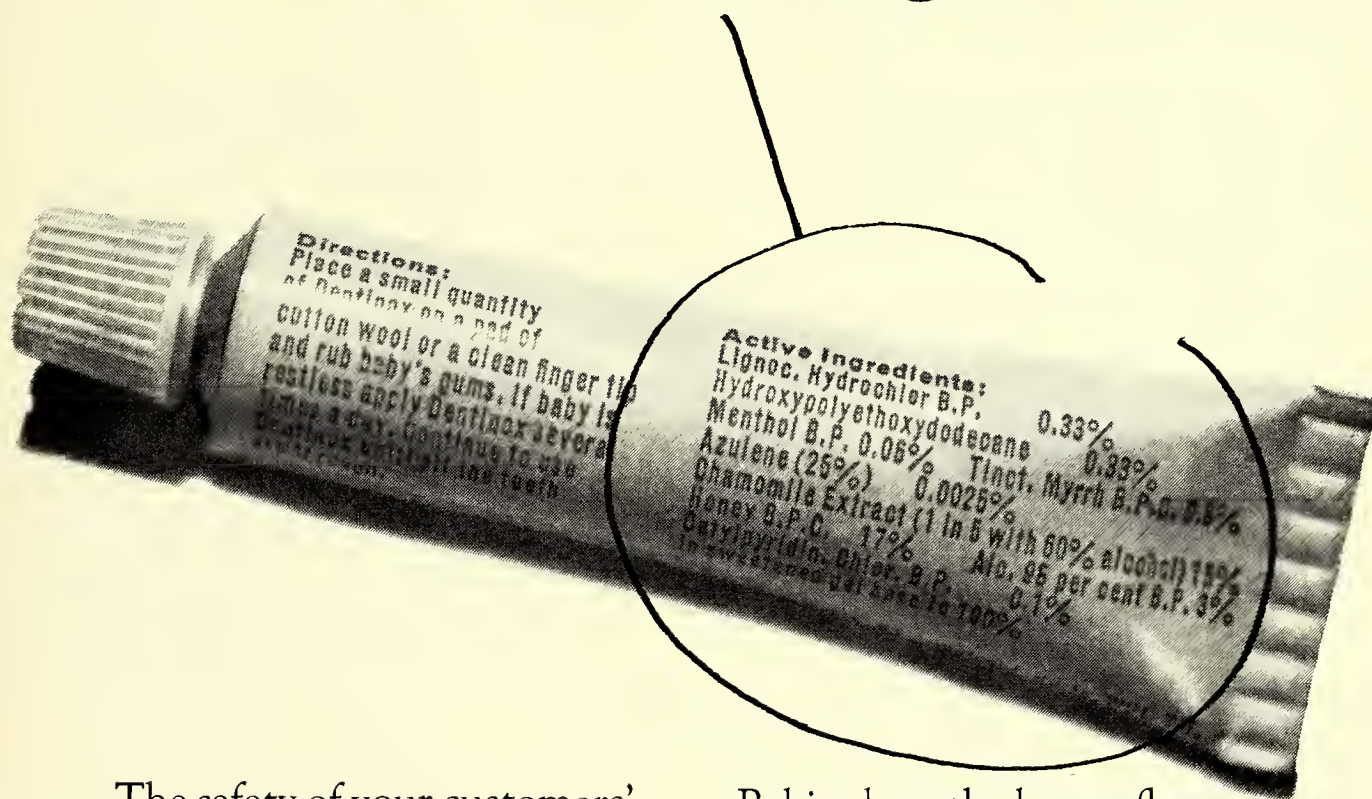
### Baby Life range

Baby Life Products, Ashton-under-Lyne, Lancs, report continued demand for their wide range of products—covering the baby-product field in a large variety of aspects from soothers and teats to cot sheets and feeders.

Within this range are plastic pants nappy squares, cotton wool balls, "party sets" (comprising place mat, plastic feeder with crumb catcher and face cloth) feeding bottle brushes, feeding bottles and nappy bags.



# Why you should recommend safe Dentinox to mothers with teething babies.



The safety of your customers' babies is all important to you. Clinically tested Dentinox, with its Lignocaine Hydrochloride content of 0.33% is safe. The toxicity tests give it LD<sub>50</sub> value as 60 ml/kg body weight.

**This means that a child could swallow a full bottle or tube of Dentinox and suffer no injurious effects.**

Dentinox anaesthetic works in seconds. Clinical tests have shown that relief from pain is felt in the majority of cases within 30 seconds of application. This is because the special formulation makes the active ingredients work more quickly.

Laboratory tests show that the two antiseptics in Dentinox prevent the growth of micro organisms—even if heavily infected. This antiseptic quality is important with finger application.

Babies love the honey flavour of Dentinox. Application presents no problem — babies practically ask for it!

Many of your customers are quite satisfied with Dentinox Liquid and will continue to use it. New Dentinox Gel is designed to meet those cases where excessive dribbling tends to dilute the Liquid. The special Gel base has great adherent properties, is easy to apply and resists the diluting effect of excessive salivation, allowing the soothing ingredients to work more effectively and for longer.

**By recommending our safe Dentinox Liquid or Gel you can meet the needs of all teething babies... safely.**

## Dentinox

Special terms now available to chemists from our representatives or direct from Dendron Distributors Ltd., 94-98 Rickmansworth Road, Watford, Herts.



# CELBAR (PHYCEL)

*The gentle cream  
for Babies*

*Recommended  
for the treatment  
of  
NAPPY RASH*

*Also for bedsores  
and the prevention of  
Ammonia Dermatitis*

## Clarnell Ltd

Manufacturing Chemists

SPARK LANE MAPPLEWELL NR BARNSELY YORKS

Telephone 0226-78 2333

## comfort...

Freedom from the chafing irritation of nappy rash — that's what you give baby when you use Zoflora Floral-Disinfectant on his nappies. Its high germicidal qualities are so effective yet so gentle to his skin and it smells so nice. Only 2/8d.

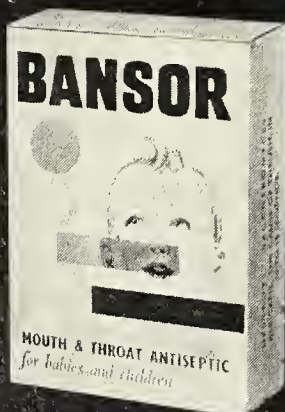
Thornton & Ross Limited,  
Linthwaite, Huddersfield



## care...

Bansor is a gentle oral antiseptic you can smooth on baby's gums and allow to trickle down his throat to ease the soreness of gum boils, mouth ulcers, thrush and sore throat. Only 2/3d.

Thornton & Ross Limited,  
Linthwaite, Huddersfield



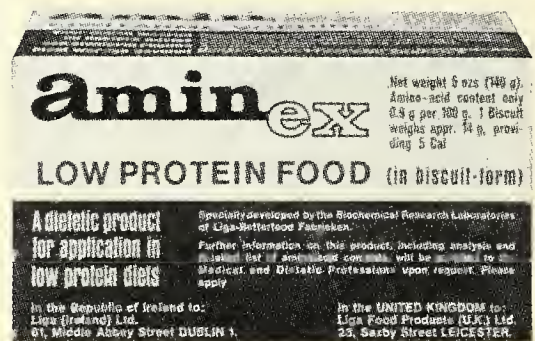
## The three unique LIGA products



The Baby Food that will be used from bottle stage through toddler stage because it can be used in 3 different ways.



On prescription under NHS-EC-10 for all Gluten-sensitive entero-pathies, incl. coeliac disease.



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